

**2013 POLICE-COMMUNITY  
SURVEY**

**A Survey of Residents, Youth, and  
Businesspersons**

11/2/2013

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## CONTENTS

<b>COMMUNITY SURVEY .....</b>	<b>1</b>
Executive Summary.....	1
Survey Background & Methods .....	3
Perception of Community Safety .....	4
Crime in Longmont .....	4
Rating of Personal Safety .....	5
Rating Property Safety .....	6
Rating of Safety, Alone & At Night .....	7
Crime Related Issues Impacting Longmont Residents .....	8
Rating of Neighborhood Problems .....	8
Fear Over Potential Crime Events.....	9
Victimization.....	10
Rates of Victimization .....	12
Reported Victimization.....	12
Elder Abuse .....	13
Reasons for Not Reporting .....	14
Financial Losses .....	14
Longmont Police Performance Measures .....	15
Reasons for Contact with the Longmont Police .....	15
Contact with the Longmont Communications Center.....	15
Rating of Police Staff Based on Recent Contact.....	16
Overall Satisfaction with the Longmont Police .....	17
Specific Rating of Various Police Services.....	18
Rating the Importance of Police Services .....	19
Balancing Quality & Importance .....	20
Services Considered the Most Personally Beneficial .....	21
General Satisfaction with the Neighborhood .....	23
Resident Participation.....	24
The Role of the Police in Solving Community Problems .....	24
Information Sources .....	25
Crime Prevention Practices Used by Residents of Longmont .....	26
Residents' Reaction to Suspicious Activity.....	27
Summary of open-ended Comments .....	29
Appendix 1 (Community Survey Methodology) .....	30
Appendix 2 (Full Set of Community Survey Responses .....	33
Appendix 3 (Open-ended Responses) .....	43
 <b>YOUTH SURVEY.....</b>	 <b>59</b>
Introduction .....	60
Perception of Safety .....	61
Safety at School .....	61
Gangs at School & in Longmont.....	61
Safety in Longmont.....	62
Access to Drugs & Alcohol .....	63
Problems Affecting Youth .....	64
Self-Reported Victimization .....	65
Running Away from Home.....	66
Contact with Longmont Police Officers .....	67
After School Activities .....	68
Program Awareness & Participation.....	70
Youth Demographics & Weighting of Data .....	71
Appendix 4 (Full set of Youth Survey Responses & Open-ended Responses) .....	72

<b>BUSINESS SURVEY .....</b>	<b>76</b>
Executive Summary .....	77
Survey Background .....	79
Perception of Safety .....	80
Crime in Longmont .....	80
Rating Employee Safety .....	81
Rating Property Safety .....	82
Crime Related Issues Impacting the Business Community .....	83
Victimization.....	84
Use of Police Services.....	85
Reporting .....	85
Reasons for Contact.....	86
Rating of Police Services.....	88
Specific Service Ratings.....	89
Overall Satisfaction.....	90
Importance of Police Services .....	91
Balancing Quality with Importance .....	92
Crime Prevention Practices .....	93
Staff Breakdown .....	94
Hours of Operation .....	95
Appendix 5 (Survey Methodology) .....	96
Appendix 6 (Full Set of Business Survey Responses) .....	98

**LONGMONT POLICE**

**COMMUNITY SURVEY OF  
RESIDENTS**

**2013**

## EXECUTIVE SUMMARY

### Methods

- The Longmont Police Community Survey was administered by mail to a **random sample of 3,000 households** in Longmont, Colorado. The postcard advising residents that the surveys would be coming were mailed on April 29, 2013. The survey instrument was mailed twice, on May 8 and May 17, 2013. Respondents were asked to ignore the second mailing if they had already responded to the first. Of the 3,000 surveys mailed, 2,850 reached valid addresses and 844 were completed and returned. The response rate for the Resident Survey was 29.6 percent. The sample proportion is within +/- .034 of the population proportion with a 95 percent level of confidence. After weighting, the total respondent number was modified to 811.

### Residents' Perceptions of Community Safety

- Thirty-six percent of Longmont residents believe that **crime in Longmont** is low or very low. This is an 8 percent increase over the 2011 evaluation. About 40 percent rated crime as neither high nor low.
- Eighty-one percent of respondents feel **personally safe** in Longmont, while 4 percent feel unsafe. A somewhat lower percentage believes that their **property is safe** in Longmont (73%), while 8 percent believe it is unsafe.
- When respondents were asked to rate their **safety alone at night** in various locations in the city, certain areas were ranked safer than others. People felt safest in their own neighborhood (88%); downtown (74%); on school grounds (70%); and the Mall (69%). Persons felt less safe in the industrial areas (44%); uptown (58%); and in the city parks (60%).

### Crime Related Issues Affecting Longmont Residents in their Neighborhood

- Residents were asked to identify which of the 17 listed **police services they would find to most valuable, personally**. Residents ranked the following six services as most important: (in order): crime prevention, visible patrol, gang control, arresting criminals, and traffic enforcement.
- The most commonly perceived **neighborhood problem** in Longmont is speeding vehicles, solicitation, street disrepair, litter and animal control. Issues of least concern are loitering adults, serious crime, abandoned vehicles and transients.
- Residents were asked to identify what crimes they were **very concerned with personally**. That is, what crimes do they believe pose a realistic threat to them or a family member, while in Longmont? Residents were most concerned about being victimized with identity theft or computer crime, being injured by a careless driver, or that their car would be broken in to.

### Victimization in Longmont

- A list of twelve crimes was presented to respondents. They were asked how many times in the past twelve months they or a family member had been **victimized in Longmont** by any of the listed crimes. Self-reported victimization rates are highest for fraud, auto break-in, and vandalism. Victimization rates were least for sex assault, robbery, and arson.

- Extensive **financial loss** due to victimization was rare. Sixty-nine percent reported no financial loss due to crime. For those reporting a financial loss, 52 percent lost less than \$100.00.
- Most **victims who failed to report their victimization** to the Longmont Police did so because they believed that the offense was too minor to report, that the police could not help, or that the offender would take revenge.

### Quality of Service Delivery by LPD Staff

- Thirty-six percent (36%) had **phone or in-person contact** with the Longmont Police during the past year. The most common reasons respondents had contact with the police were:
  - To advise them of a problem
  - Because of a traffic violation or accident
  - To ask for assistance
  - During a casual encounter
  - To report their victimization
- Respondents were asked to **rate the staff member** on their knowledge, helpfulness, level of interest, courtesy, and fairness. Staff was rated highest for “knowledge” and lowest for “level of interest.” On a 100-point scale, overall rating of staff was 80 (eliminated don’t know answers).
- Respondents were asked to **rate the quality of service** for seventeen separate police functions, ranging from neighborhood problem solving to arresting criminals. Highest service ratings (rated as “good” or “very good”) were given for arresting criminals, officers in the schools, crime prevention, victim assistance, and response time.

### Importance of Various Police Services

- With the exception of public presentations and lectures (at 88%), at least 94 percent of all respondents believed that each police **services is important** (rated as “somewhat important,” “very important,” or “essential”).
- Respondents believe that the **top tier of services by importance** are arresting criminals, crime prevention, investigating crime, control of gangs, and response time.

# SURVEY BACKGROUND AND METHODS

## Survey Background

Since 1999, the Longmont Police has conducted a resident survey in order to learn how local citizens experience or perceive the delivery of service. Attached to the resident survey is a youth survey component. This resident survey is done in tandem with a second survey, where local business owners and managers were asked to evaluate local police services. The process has been repeated every two years since 1999. The resident survey is designed to focus on five key questions:

- ☐ **Perception:** How do the residents of Longmont perceive the police?
- ☐ **Satisfaction:** How satisfied are residents with the current quality of police service?
- ☐ **Priority:** What police services do residents believe are most important?
- ☐ **Victimization:** How often has the resident's family been victimized by crime in Longmont during the past year?
- ☐ **Participation:** Does the resident participate in any recommended crime prevention strategies or police sponsored programs?

With only minor exceptions, the content of the resident survey has remained unchanged. The police will administer the same survey biennially in order to determine any positive or negative changes in police services over time.

## Methods

The Longmont Police Community Survey was administered by mail to a random sample of 3,000 households in Longmont, Colorado between May 8, 2013 and May 17, 2013. A postcard advising residents that the survey would be arriving was mailed on April 29, 2013. Of the 3,000 surveys mailed, 2,850 reached valid addresses and 849 were completed and returned. The response rate for the Resident Survey was 29.8 percent. For more information on survey methodology, see Appendix 1. For a copy of the instrument showing the survey results, see Appendix 2.

## Evaluating the Results

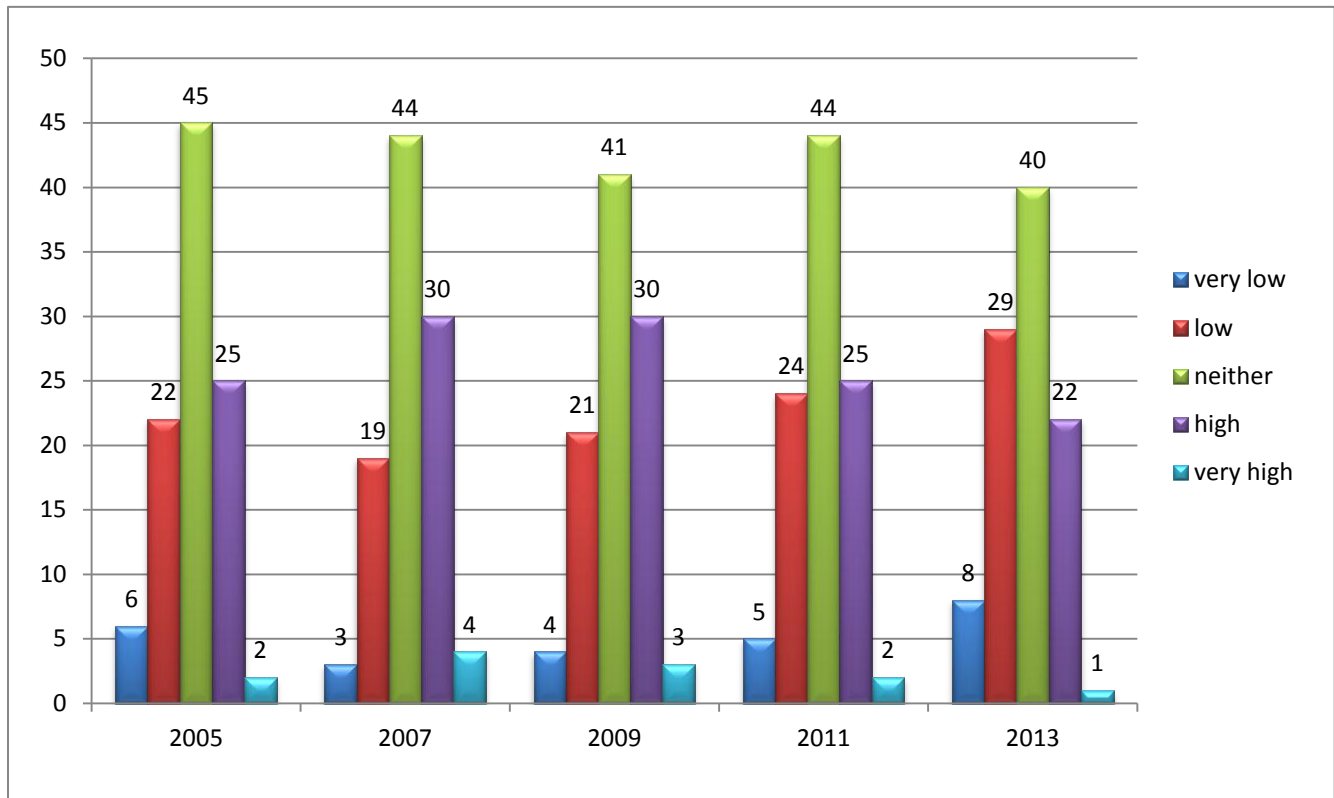
A number of cases, respondents were asked to provide an answer based on a set scale, with one end of the scale representing the highest rating and the other end of the scale representing the lowest rating (some scales ranged from one to four and in others, one to five). Since some of the rating schemes differed from one another, a way to provide a common reference point for comparison is to convert the answers into a common 0 to 100-point scale where zero is the worst possible rating and 100 is the best. If all respondents reported that a certain service is very good, then the rating would equal 100. A rating that fell directly in the middle would receive a score of 50 (neither good nor bad). The worst possible rating would equal zero.

## Perception of Community Safety

### Crime in Longmont

Residents were asked to rate the amount of crime in Longmont. In 2013 residents perceive that crime in Longmont has lessened. This appears to be a continuation of a positive trend.

Residents' Rating of the Amount of Crime in Longmont  
Longmont Police-Community Survey by Percent  
2005 through 2013

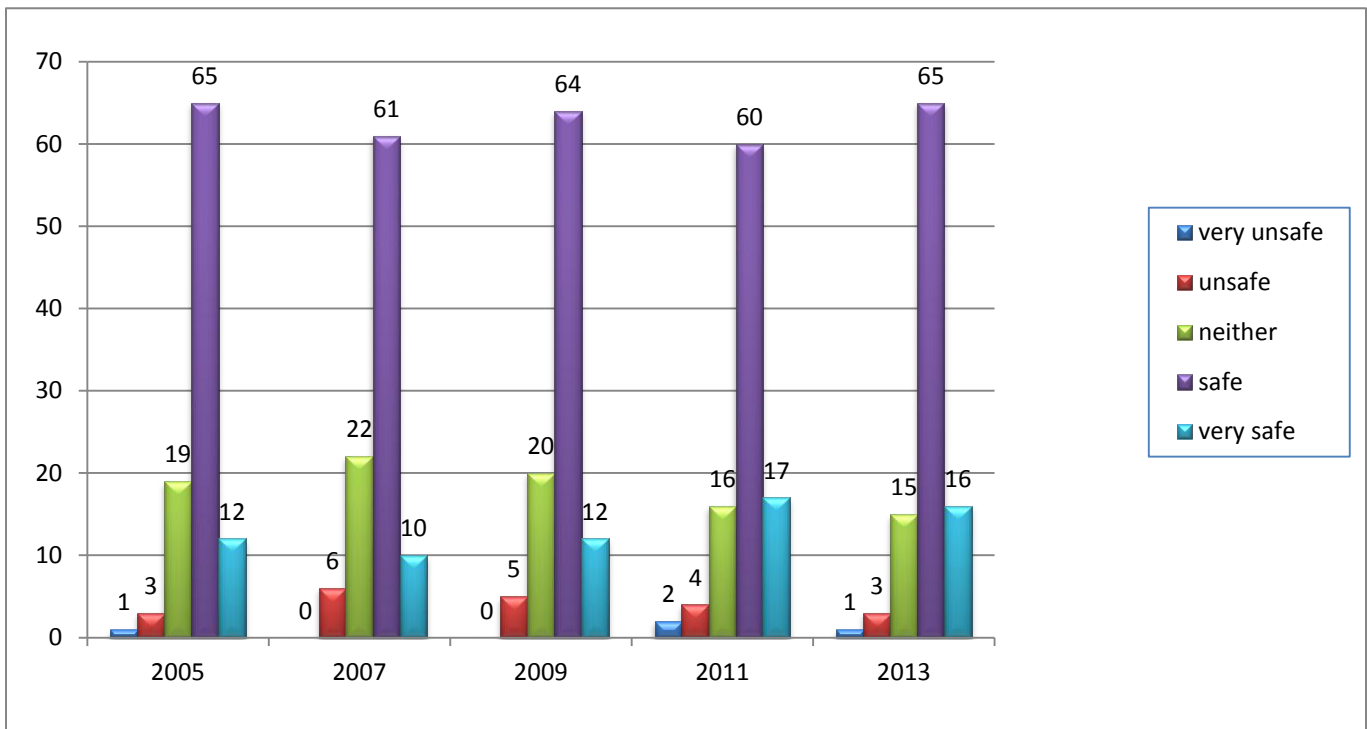




## Rating of Personal Safety

Residents were asked their perception of personal safety in Longmont. Eighty-one percent feel safe in Longmont while 4 percent feel unsafe. The sense of personal safety for Longmont residents has fluctuated only slightly over time, ranging from a low of 71 percent in 2007 to a high of 81 percent this year. The minor percent of persons who feel unsafe in Longmont have ranged from a low of 3 percent in 1999 to a high of 6 percent, seen in 2007 and 2011.

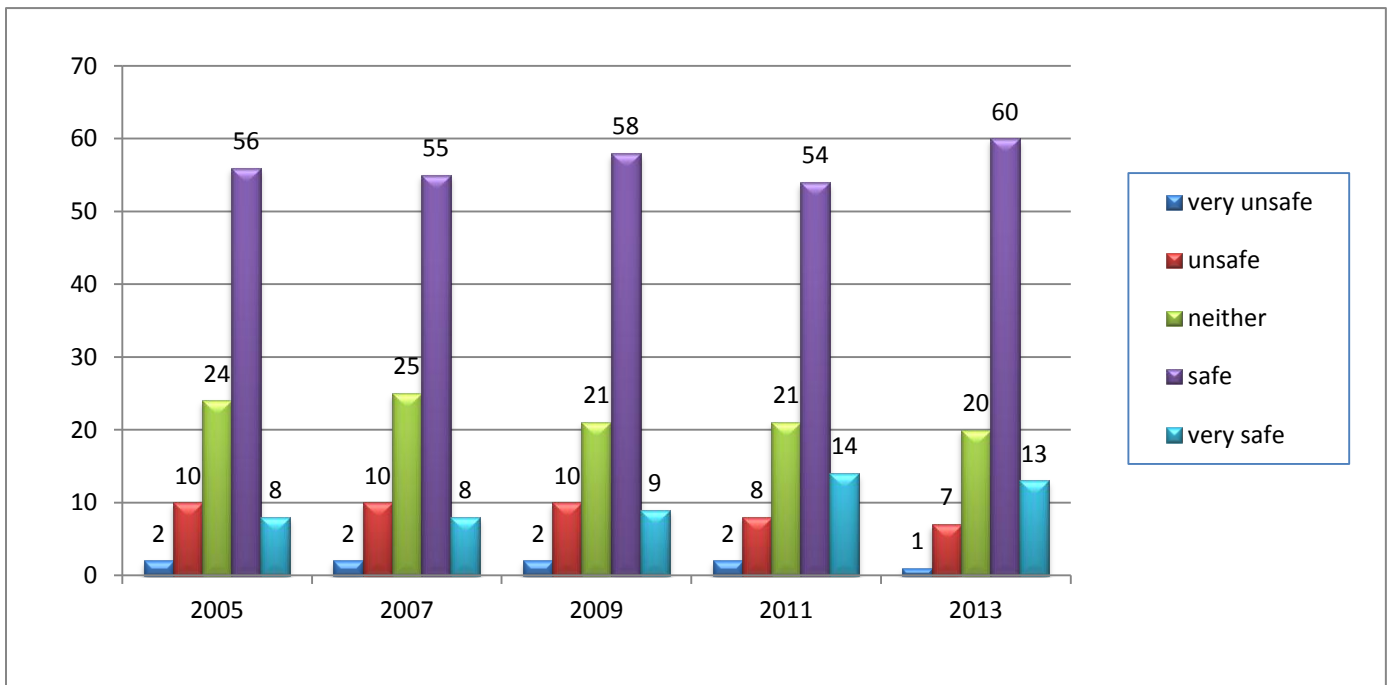
Residents' Rating of Personal Safety in Longmont  
Comparing Results 2005 – 2013 by Percent  
Longmont Police-Community Survey



## Rating of Property Safety

Residents were asked their perception of property safety in Longmont. Seventy-two percent of Longmont residents feel their property is safe in Longmont while 8 percent feel it is unsafe. There has been a 5 percent improvement in the rating of property safety since 2011.

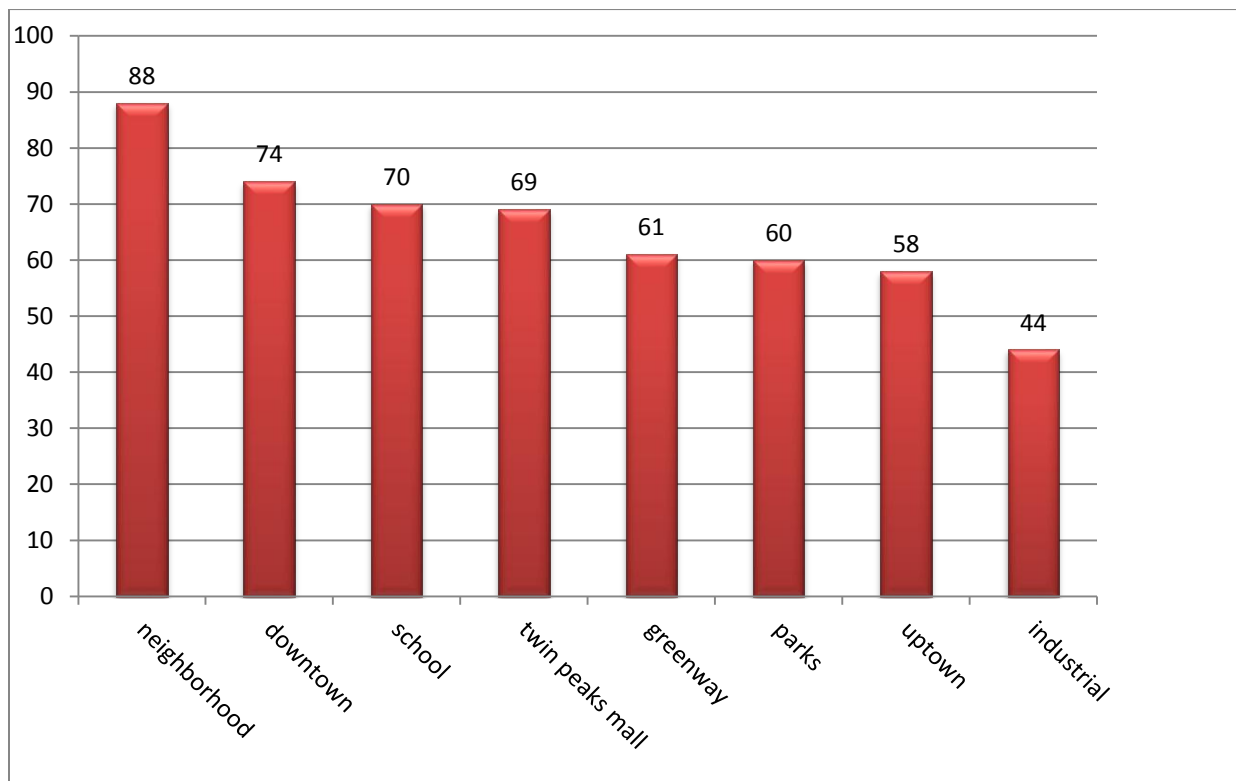
Residents' Rating of Property Safety in Longmont  
Comparing Results 2005-2013 by Percent  
Longmont Police-Community Survey



## Rating of Safety, Alone & At Night

Residents were asked to identify what locations in the City they would feel unsafe if they were **walking in that area alone at night**. Safety is rated highest within the residents' own neighborhood. Sense of safety has improved at the schools, along the greenway and in the industrial areas of town. It has lessened at the Twin Peaks Mall and uptown, possibly due to the number of businesses that remain vacant. It has remained fairly stable in the neighborhoods, downtown, and in the parks.

Residents' Perception that Area is **Very Safe or Safe**  
When Walking Alone at Night, by Percent  
2013 Longmont Police-Community Survey



In the 2013 survey, respondents provided many “write-in” answers regarding places they personally felt unsafe. For several respondents (especially women), they simply don’t go out at night. For those who identified specific locations, most referred to the east side of town, especially the Centennial and Lanyon areas. Unsupervised spaces, such as parks, the underpasses along the greenway, and business parking lots were mentioned, as was the downtown corridor and all the 7-11’s in town.

## Crime Related Issues Impacting Longmont Residents

### Rating of Neighborhood Problems

Respondents were asked to rate how problematic seventeen different crime and disorder related issues were for them **in their neighborhood**; (they were asked to rank the issue as “no problem, minor problem, moderate problem, or major problem”). Speeding vehicles remain the most pressing problem for residents. Issues that have decreased at least 5 percentage points include **drugs and loitering adults**.

Percent of Residents who believe that an Issue is a Moderate or Major Problem  
2005-2013 Longmont Police-Community Survey\*

ISSUE	2005	2007	2009	2011	2013
Speeding cars	45%	41%	39%	34%	35%
Sales solicitation	22%	25%	23%	25%	22%
Street disrepair	14%	19%	12%	17%	18%
Litter	17%	17%	15%	15%	18%
Animal problems	20%	23%	19%	18%	17%
Code violations	14%	19%	17%	14%	16%
Noise	22%	22%	20%	18%	15%
Drugs	14%	19%	14%	19%	14%
Vandalism	18%	22%	16%	15%	12%
Graffiti	14%	22%	16%	15%	11%
Loitering youth	16%	18%	16%	14%	11%
Neighbor problems	11%	11%	11%	10%	10%
Gangs	(not previously asked)				10%
Transients	n/a	n/a	n/a	8%	9%
Abandoned cars	10%	10%	9%	7%	8%
Serious crime	7%	9%	10%	8%	6%
Loitering adults	9%	10%	8%	12%	6%

\*Reductions are highlighted in green.

## Fear Over Potential Crime Events

Residents were asked to identify whether they were personally concerned that they or a family member would be victimized in Longmont by any of the following events. In 2013, residents expressed less concern about **careless or DUI drivers, work/school violence, and burglary**. Concern increased somewhat for **identity theft and car break-in's**.

Personal Concern Over 13 Potential Crime Events  
Comparing 2011 with 2013  
Longmont Police-Community Survey\*

Crime Event	Very Concerned		Somewhat Concerned		Not Concerned	
	2011	2013	2011	2013	2011	2013
Identity theft	23%	27%	50%	50%	27%	23%
Injured by careless driver	17%	20%	59%	64%	24%	16%
Computer crime	20%	23%	46%	43%	34%	33%
Car will be broken in to	14%	18%	57%	53%	29%	29%
Injured by drunk driver	14%	16%	55%	59%	31%	25%
Child molested or kidnapped	8%	9%	35%	35%	56%	56%
Home will be burglarized	16%	9%	51%	56%	33%	35%
Child will become gang involved*	n/a	8%	n/a	12%	n/a	80%
Workplace/School violence	6%	9%	27%	32%	67%	59%
Property vandalized	8%	9%	49%	51%	42%	40%
Physically assaulted	8%	6%	24%	28%	68%	66%
Threatened or intimidated	7%	7%	36%	35%	57%	58%
Sexually assaulted	7%	5%	24%	23%	69%	72%
Place of work will be robbed	7%	6%	18%	20%	75%	74%
Victim of domestic violence	5%	5%	10%	10%	85%	85%
Victim of family violence	3%	4%	12%	9%	85%	87%

\*Not asked in the previous surveys

## Victimization

### Rates of Victimization

Local and national crime statistics are based on the number of crimes reported to the police. In only rare cases are crime rates based on self-reported victimization. The largest self-reported victimization study is the National Crime Victimization Survey (NCVS) completed by the U. S. Department of Justice, Bureau of Justice Statistics. This is an extensive study, involving rigorous methodology and a lengthy set of questions for every resident over the age of twelve in the selected households. Since the Longmont survey has been designed to comprehensively evaluate a wide range of police services, it is not feasible to replicate the NCVS protocol in this study. Instead, a shortened victimization survey tailored to our needs has been included.

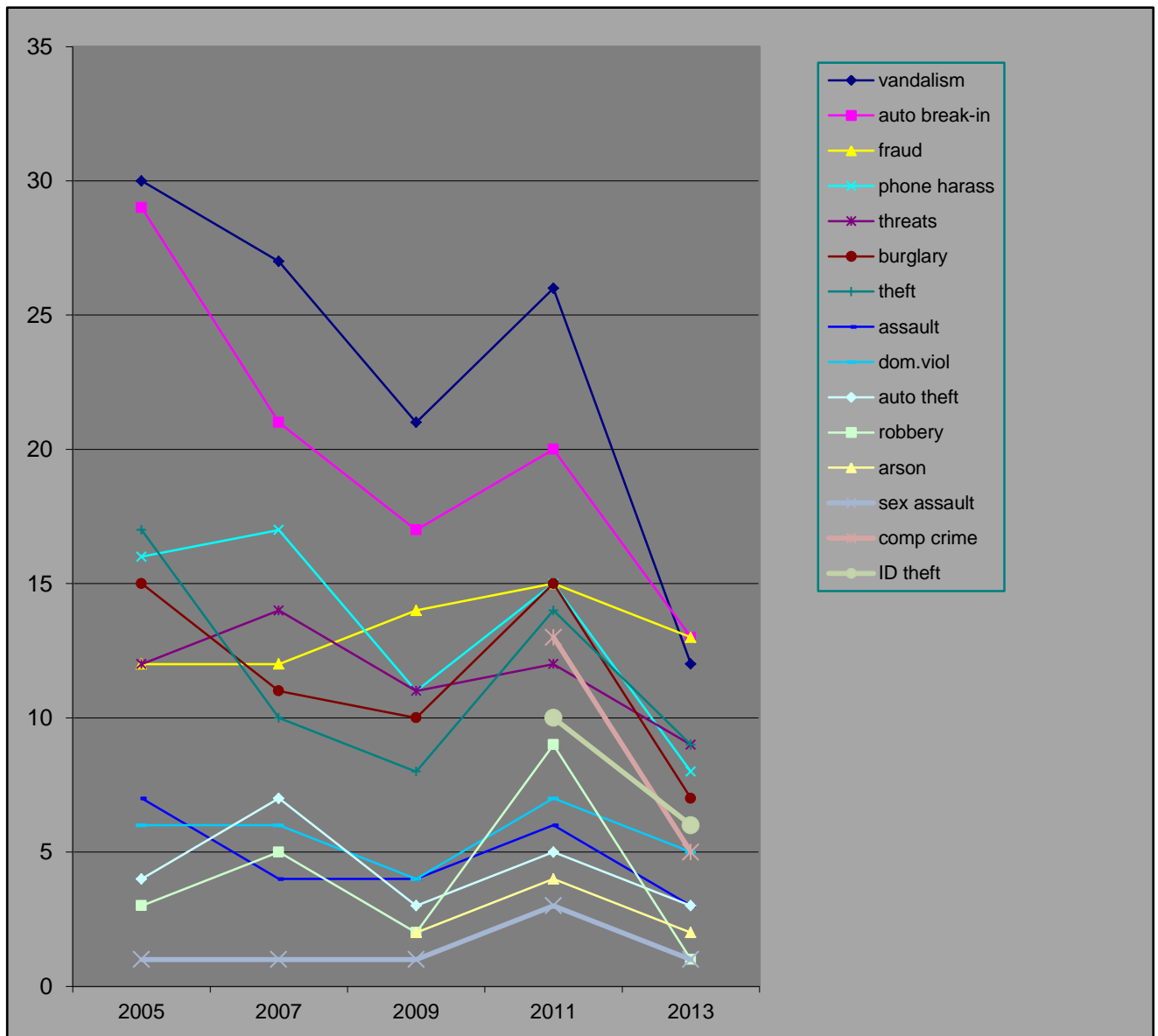
Residents were provided a list of fifteen crimes. They were asked to identify whether any member of the family, while in Longmont, had been a victim to any of these crimes during the last 12 months. Overall, auto break-in, vandalism, harassment, burglary, and computer crime has dropped dramatically since 2011.

Self-Reported Victimization in Longmont  
Involving the Respondent or a Family Member during the Last Twelve Months  
Comparing 2009 through 2013  
Longmont Police-Community Survey

Crime Type	2009	2011	2013
Fraud	14	15	13
Auto Break-In	17	20	13
Vandalism	21	26	12
Intimidated or Threatened	11	12	9
Theft	8	14	9
Telephone Harassment	11	15	8
Burglary	10	15	7
Identity theft	-	10	6
Computer crime	-	13	5
Domestic Violence	4	7	5
Assault	4	6	3
Motor Vehicle Theft	3	5	3
Arson	2	4	2
Robbery	2	9	1
Sexual Assault	1	3	1

\*Used valid percent

In the next graph, victimization trends since 2005 are depicted. Over the last 5 survey years, we have seen rates to vacillate between lower to higher, based on crime type. However, the trend in 2013 shows a significant drop in all crime categories.



## Reported Victimization

In 2013, the question regarding self-reported victimization was asked differently. For each crime category, the respondent was asked if a report was made. In previous years, reporting was only asked in the aggregate, that is, were any of the listed crimes reported to the police? The 2013 figures should be a more accurate record of actual reporting.

Reporting rates for 2013 are seen in the table below. In some cases, respondents may have experienced the same crime category multiple times and for others, multiple crimes multiple times. Most commonly, people reported burglary, followed by auto break in and fraud. Seriousness of crime did not necessarily equate to the likelihood of reporting.

In 2013:

- ☐ 342 respondents (42% of the total sample) experienced one or more victimizations
- ☐ Total number of victimizations estimated at 1,006 (see footnote below chart)\*
- ☐ Of those experiencing a crime, 88 (26%) reported at least one crime to the police
- ☐ Average reporting frequency by crime type is computed at 14 percent

Self-Reported Victimization in Longmont  
Involving the Respondent or a Family Member during the Last Twelve Months  
Longmont Police-Community Survey

CRIME TYPE	NUMBER OF RESPONDENTS VICTIMIZED $\geq 1$ TIMES	NUMBER OF CRIMES *	NUMBER WHO REPORTED AT LEAST ONE EVENT	PERCENT WHO REPORTED AT LEAST ONE EVENT
Fraud	100	127	18	18%
Burglary	50	68	25	50%
Auto break in	99	118	25	25%
Vandalism	96	122	15	15%
Phone harass	71	117	11	8%
Theft	71	87	6	8%
Threats	68	89	10	15%
Computer crime	41	57	2	5%
Identity theft	47	61	11	11%
Dom. Violence	37	51	2	5%
Auto theft	24	38	1	4%
Assault	22	31	3	14%
Arson	15	17	1	7%
Robbery	9	12	1	11%
Sex assault	8	10	1	12%

\*Respondents were asked to indicate whether the crime occurred once, twice, or three or more times. For purposes of this chart, those that indicated 3 or more times are multiplied by three.

\*\*Respondents were only asked to indicate if any report was made regarding each crime category. It was not captured whether the respondent with multiple victimizations for the same crime filed multiple reports.



## Elder Abuse

In 2009, a new question was added to the survey to help identify the prevalence of crimes perpetrated on persons age 60 or older. Less than 2 percent of the respondents answered that they or a family member over the age of 60 had been abused (physically, sexually, emotionally or financially) in the last 2 years.

Respondents were asked to identify the victim's relationship with the perpetrator(s). The following table identifies those relationships. Based on these responses, elders are more likely to be abused by family members; this finding parallels what the larger national studies have found. <sup>1</sup>

Offender's Relationship to Elder Victim by Number & Percent  
Longmont Police-Community Survey 2013

RELATIONSHIP	2013
Acquaintance	2
Neighbor	6
Family member	10
Criminal scam artist	5
Business	6
Professional	1
Caregiver	1
Friend	1
Nursing home/assisted living staff	0
Other (street criminals, unknown)	9
Number who indicated victimization	11

\*Respondents were allowed to provide multiple answers

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<sup>1</sup> Note: The numbers obtained from this question should be reviewed with caution. There are a number of inconsistencies that can't be rectified. For example, only 11 respondents indicated known victimization yet 23 respondents said it was reported.

## Reasons for Not Reporting

Respondents were asked to identify the reason(s) they may have chosen to not report their victimization. The most common reason for not reporting a crime to the police was the belief that the crime was not serious enough to report. Secondly, they did not think the Longmont Police could help or would help. They were also concerned that that the offender would take revenge on them if they reported.

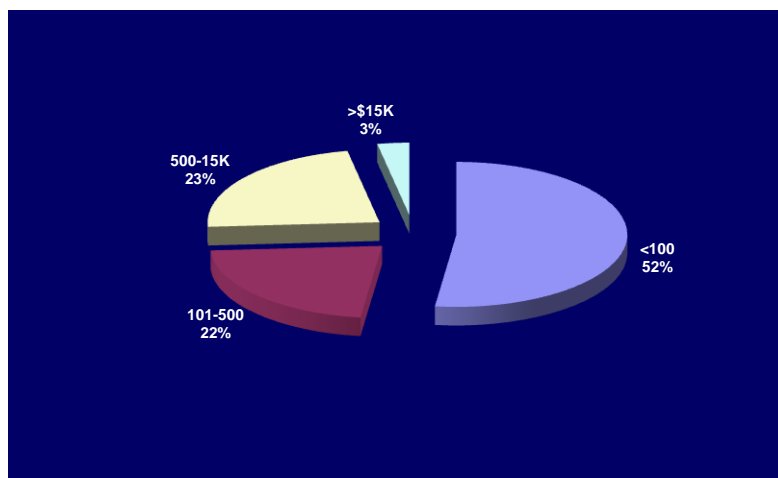
Percent of Respondents That Were Victimized, but Did Not Make a Police Report, 2013  
Results by Percent  
Longmont Police-Community Survey

REASON FOR <u>NOT</u> REPORTING	Number	Percent
The crime did not seem serious enough to report	102	13%
Did not think the LPD could help	82	10%
Thought the offender might take revenge on me	46	6%
Did not think the LPD would help	42	5%
I do not trust the LPD	33	4%
I dealt with the offender myself	26	3%
I believed someone else had reported the incident	25	3%
Filed a report with insurance, security, or a HO's group	17	2%
I was too busy	16	2%
I was too embarrassed to report the crime	13	2%
I did not want to take the time to report the crime	11	1%
I do not like the LPD	11	1%
I did not want to testify in court	8	1%
I am afraid of the LPD	5	<1%

## Financial Losses

Respondents that have experienced some victimization during the last twelve months were asked to indicate any associated financial loss (including property loss or damage and any medical bills). Sixty-nine percent of the respondents indicated that they experienced no financial loss due to crime. If loss was reported, 52 percent indicated that it totaled less than \$100

Financial Loss from Criminal Victimization in the Last 12 Months  
2013 Longmont Police-Community Survey



## Longmont Police Performance Measures

### Reasons for Contact with the Longmont Police

Thirty-six percent of the respondents replied that they have had contact with a member of the Longmont Police during the previous twelve months. This is lower than the 51 and 42 percent in the previous two surveys (2009 & 2011). As noted in the previous years, the most common reasons for citizens to be in contact with the police are to advise the police about a problem or relative to a traffic-related contact. In nearly all categories, citizen contact has diminished by over half.

Reasons Residents Contacted the Police in the Last 12 Months  
Comparing Results in 2005 – 2013 Results by Percent  
Longmont Police-Community Survey

REASON FOR CONTACT	2005	2007	2009	2011	2013
To advise the police about a problem	33%	36%	33%	35%	13%
Due to a traffic accident, warning or ticket	22%	18%	17%	22%	7%
To ask for assistance	16%	16%	11%	13%	6%
From a casual encounter	14%	14%	17%	12%	6%
As a victim of a crime	24%	21%	19%	21%	6%
Regarding a crime the police were investigating	14%	17%	18%	14%	5%
Met at community meeting or event	10%	6%	9%	7%	4%
Witnessed a crime	6%	10%	11%	7%	2%
Contacted as a suspect or as a suspicious person	<1%	1%	1%	2%	1%
Encountered at a school	5%	3%	5%	6%	1%
To compliment or complain about police services	2%	3%	2%	3%	1%
Participated in a ride-a-long	1%	1%	2%	1%	<1%
Arrested	<1%	2%	1%	1%	<1%
Met at Neighborhood Watch meeting	2%	2%	1%	1%	<1%
Compliment or complain about dispatch services	<1%	<1%	1%	<1%	<1%

Note: Some residents reported multiple contacts for different reasons; therefore, percentages will not total 100%.

### Contact with the Longmont Communications Center

Of those who spoke with a dispatcher, 82% reported that their contact was helpful.\* The number of citizens contacting the Communication Center has dropped in 2013, while satisfaction has remained fairly stable.

DISPATCHER WAS...	2009 (N=377)	2011 (N=250)	2013 (N=210)
Definitely helpful	55%	59%	58%
Mostly helpful	31%	28%	24%
Not really helpful	9%	9%	15%
Not helpful	5%	4%	3%

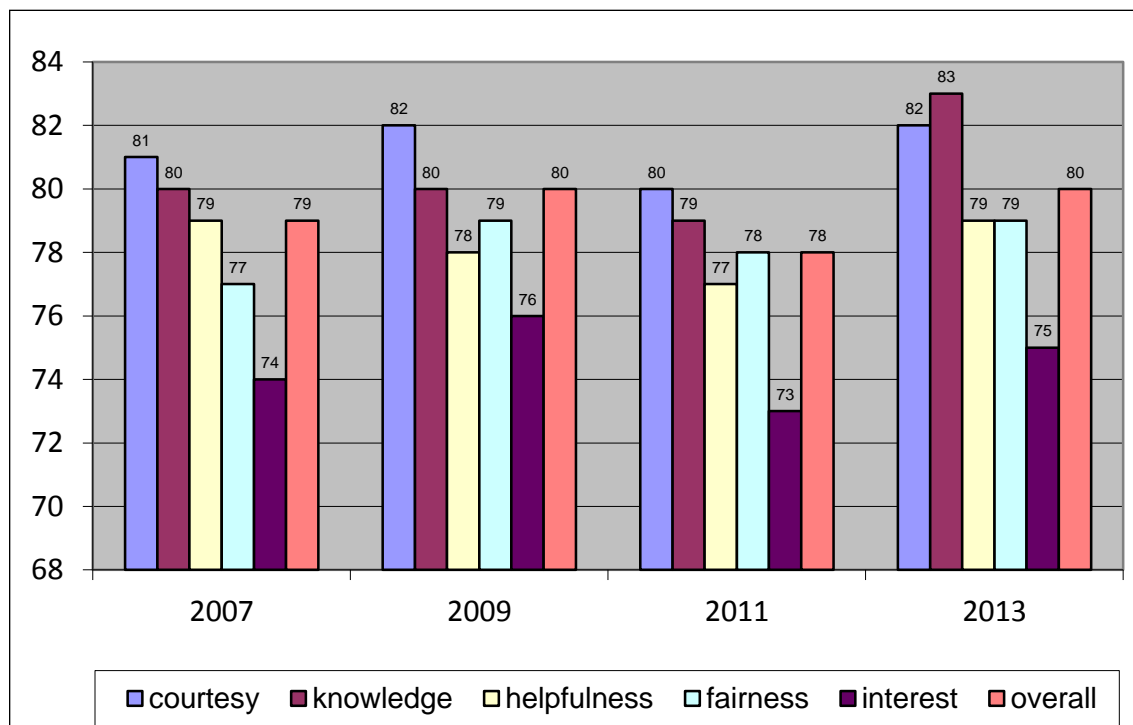
\*Don't know/don't remember was eliminated in this computation.

## Rating of Police Staff based on Recent Contact

Residents were asked to rate their most recent contact with the staff of the Longmont Police (within the last twelve months). Residents were asked to rate the staff on various professional skills and qualities. When asked to rate their overall impression of the Longmont Police staff member, **76 percent** gave a good or very good rating and **6 percent** gave a bad or very bad rating.

Ratings were converted to a 100-point scale, where 0 equals Very Bad and 100 equals Very Good. Residents who indicated that they “didn’t know” were eliminated from the analysis. Overall, police staff was rated **80 on a 100-point scale** (v the 76 percent cited above). Over the years, residents have consistently rated the police staff highest in the area of “courtesy” but in 2013, this changed to “knowledge.” Lowest rankings remain “level of interest.” While staff ratings have remained fairly stable over time, in 2013 ratings for each category improved 2 to 4 percentage points.

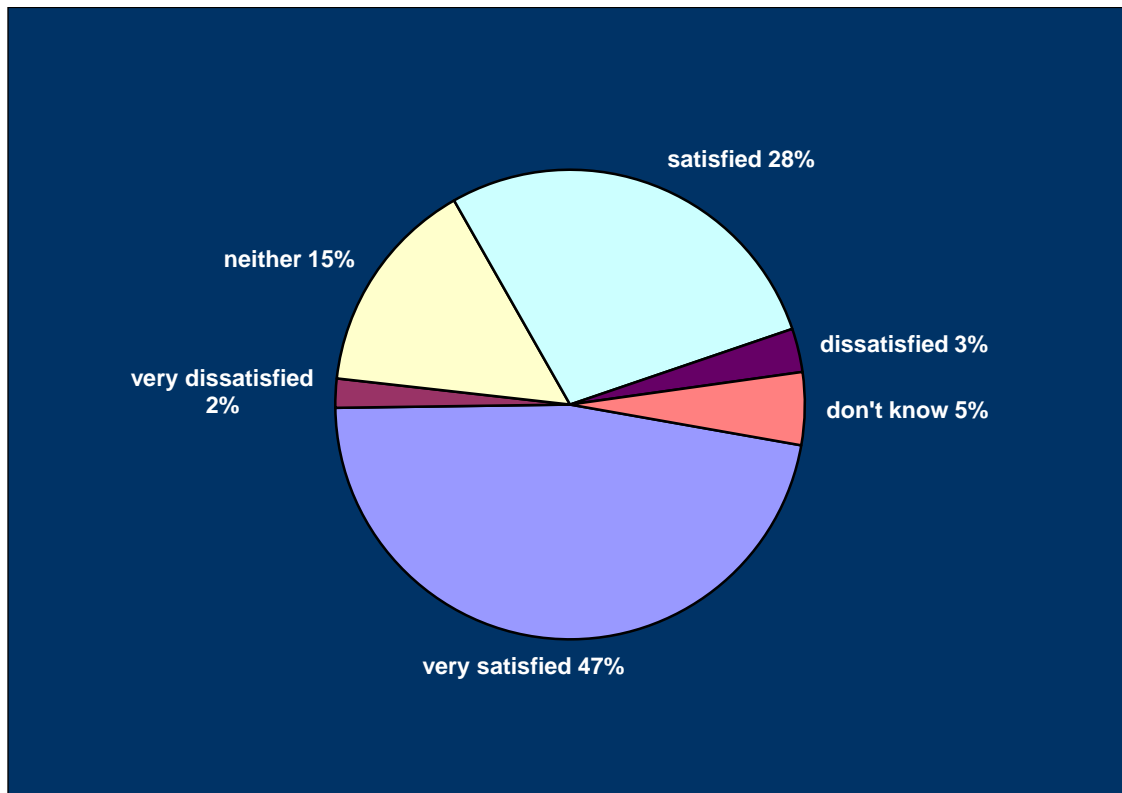
**Rating of Longmont Police Staff Employee** during Contact in the Last Twelve Months  
Comparing 2007 - 2013 Results Using a 100-Point Scale  
Longmont Police-Community Survey



## Overall Satisfaction with the Longmont Police

Residents were asked to rate their overall satisfaction with the Longmont Police. This differed from the previous question, since respondents could answer this question without having had any prior contact with the police. Residents were free to answer this question based on general observation, the experience of others, or an intuitive feeling. In 2011, 80 percent were satisfied with police services while four percent were dissatisfied. In 2013, satisfaction dropped to 75 percent with dissatisfaction at five percent.

Residents' Overall Satisfaction with the Longmont Police, in Percent  
2013 Longmont Police-Community Survey



## Specific Performance Ratings of Various Police Services

Residents were asked to rate the Police on 17 areas of police service. Responses were converted to a **100-point scale** where 0 is equal to “very bad” and 100 is equal to “very good.” Residents were able to rate the police without necessarily having direct contact with the agency or any member of its staff. While a resident might rate the quality of service based on personal experience, it is just as possible that it is derived from the experience of others, from newspaper accounts, or from casual observation.

The rating of police services dropped (4 percentage points) in 2013, most notably for working with students, response time, animal control, high visibility patrol, and reducing disorder. Rating increased for public lectures.

**Performance Rating of Services using a 100-Point Scale\***  
Comparing Results 2005 - 2013  
Longmont Police-Community Survey

Category	2005	2007	2009	2011	2013
Arresting Criminals	72	75	76	78	79
Working with Students in the Schools	70	73	74	80	75
Crime Prevention	67	70	71	73	74
Victim Assistance	68	69	72	75	73
Response Time	67	70	71	75	71
Investigation of Crimes	65	69	70	72	70
Safety Education	66	67	70	70	70
Animal Control	68	68	70	73	69
Drug Enforcement	62	65	63	68	69
Traffic Enforcement	63	64	69	69	68
Solving Neighborhood Problems	62	64	64	69	68
Public Lectures or Presentations	63	68	66	64	68
Controlling Juvenile Crime	60	61	64	67	68
High Visibility Patrol	62	64	69	71	67
Helping Citizens Work Together	64	65	67	66	66
Controlling Gang Activity	57	56	57	68	66
Reduce Disorder	59	60	62	69	65

\* Score eliminates the response category of “don’t know.” Score is based on respondents who provided an opinion.

## Rating the Importance of Police Services

Residents were asked to rate the importance of the same list of 17 police services. The police seek to learn whether the services believed to be important are also the services the public believes are important. Again, the answers are provided along a 100-point scale, where 0 equals not important and 100 equals essential.

Overall, the ranked order of various police services has remained relatively consistent over time, with traditional law enforcement practices taking priority. The priority of crime prevention, controlling gang activity, response time, and working with students in the schools has increased by 4 percent since 2011. While drug enforcement priority has increased since 2011, it has not returned to the level seen in 2005 through 2009.

**Rating the Priority of Police Services:**  
Comparing Results 2005 – 2013: Using **100-Point Scale**  
Longmont Police-Community Survey

Category	2005	2007	2009	2011	2013
Arresting Criminals	94	94	94	90	93
Crime Prevention	88	88	89	84	91
Investigation of Crimes	89	90	90	88	90
Controlling Gang Activity	88	91	91	84	88
Response Time	88	88	88	84	88
Controlling Juvenile Crime	84	84	83	79	80
Victim Assistance	76	77	77	76	76
Drug Enforcement	83	85	84	78	75
Working with Students in the Schools	70	71	70	70	74
High Visibility Patrol	74	76	74	73	72
Traffic Enforcement	71	74	70	69	69
Helping Citizens Work Together	64	65	66	66	64
Reduce Disorder	65	64	66	62	63
Safety Education	61	58	62	58	59
Animal Control	53	56	55	57	57
Solving Neighborhood Problems	57	58	57	56	57
Public Lectures or Presentations	46	47	48	48	47

## **Balancing Quality and Priority**

The survey was devised to continually evaluate police performance and to gain a clearer understanding whether the priorities the police have established coincide with the priorities set by the public. The survey can help guide the police in re-allocating or re-prioritizing resources. The following matrix identifies where various police services rank, both in importance and in quality.

The break between higher and lower quality is relative only to the range of scores between 0 and 100. The cut between lower and higher quality was determined by computing the median score regarding priority and performance rating.<sup>2</sup>

- Services that are categorized as **Higher in Priority and Higher in Quality** is:
  - Arresting criminals
  - Investigation of crime
  - Response time
  - Victim assistance
  - Crime prevention
  - Working with students in the schools (SRO's or school resource officers)
  - Drug enforcement
- Services that are categorized as **Higher in Priority and Lower in Quality** are:
  - Control of juvenile crime
  - Gang control
- Services that are categorized as **Lower in Priority and Higher in Quality** is:
  - Safety education
  - Animal Control
- Services that are categorized as **Lower in Priority and Lower in Quality** are:
  - Traffic enforcement
  - Disorder reduction
  - Neighborhood problem solving
  - Help Citizens Work Together
  - Lectures
  - Visible patrol

### Quality & Importance of Police Services Change in Response: 2007 – 2013 Longmont Police-Community Survey

2007	2009	2011	2013		2007	2009	2011	2013
<b>High Priority &amp; High Quality</b>					<b>Lower Priority &amp; Higher Quality</b>			
Arrest Investigation Resp. time Prevention Victim assist	Arrest Investigation Resp. time Prevention Victim assist	Arrest Investigation Response time Victim assist Prevention Visible patrol	Arrest Investigation Response time Victim Assist Prevention SRO's Drugs		SRO Animal Control Presentations	SRO Animal Control Presentations Safety Ed	SRO Animal Control Safety Ed	Safety Ed Animal Control
<b>High Priority &amp; Lower Quality</b>					<b>Lower Priority &amp; Lower Quality</b>			
Drugs Juvenile Crime Gang Control	Drugs Juvenile Crime Gang Control Visible patrol	Drugs Juvenile Crime Gang Control	Juvenile Crime Gang Control		Traffic Disorder Neigh POP Citizen work Safety Ed Visible patrol	Traffic Disorder Neigh POP Citizen work	Traffic Disorder Neigh POP Citizen work Lectures	Traffic Disorder Neigh POP Citizen work Lectures Visible patrol

<sup>2</sup> The median is used to determine the cut off between high and low. In 2013 the median importance rating is 72 and the median performance rating is 68 (mean importance score is 71.7 and mean performance score is 69.68).

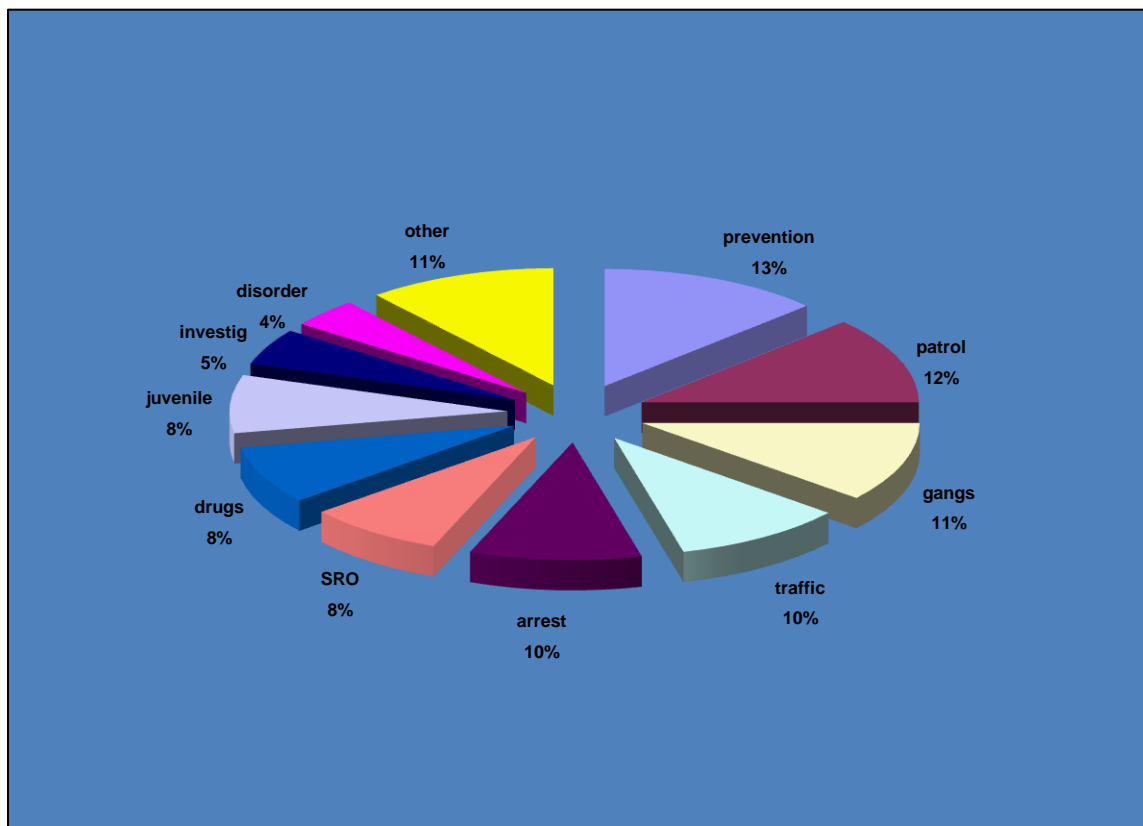


## Services Considered the Most Personally Beneficial

Residents were asked to identify in an open ended question, **what two services** they would **personally** find most beneficial, should the police increase service in that area. Residents were asked to choose from the same list of services they had just ranked by quality and importance. Respondents were asked to provide the TWO most desired services, resulting in a total of 1,226 responses. Residents asked for greater focus for (in order):

- ☐ Crime Prevention (13%)
- ☐ Visible Patrol (12%)
- ☐ Gang Control (11%)
- ☐ Traffic Enforcement (10%)
- ☐ Arrest of Criminals (10%)

Police Services Residents Would Find Most **Personally Beneficial** by Percent  
2013 Police-Community Survey\*



\*Other= 3% for response time & citizens working together; 2% for victim assistance; 1% for animal control, solving neighborhood problems, safety education, and lectures.

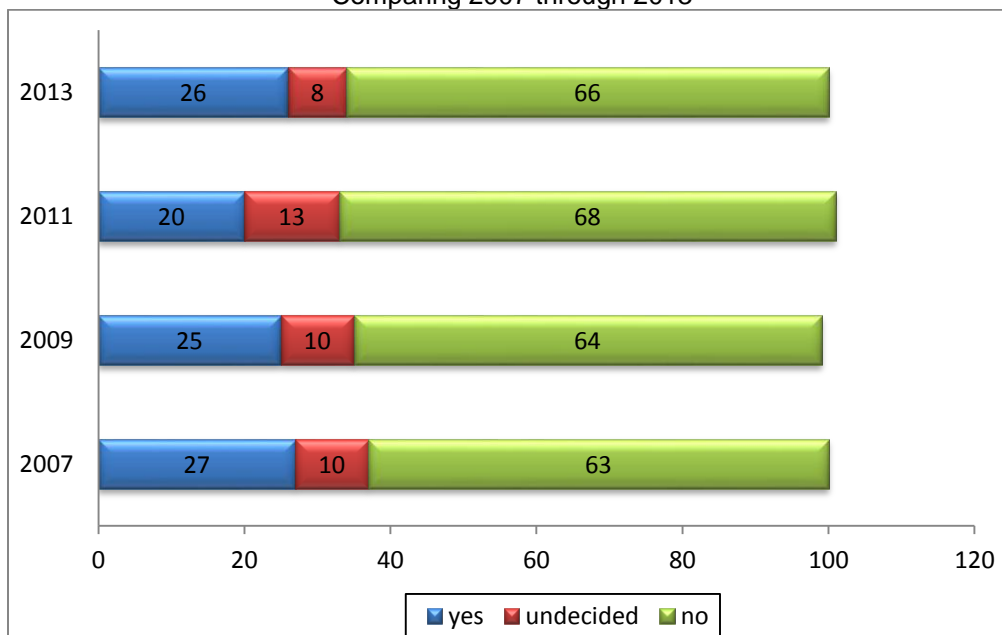
**Rank order**

<b>PERSONALLY BENEFICIAL POLICE ACTIVITY</b>	<b>2011</b>	<b>2013</b>
<b>Crime prevention</b>	<b>16%</b>	<b>13%</b>
<b>Visible patrol</b>	<b>10%</b>	<b>12%</b>
<b>Gang control</b>	<b>15%</b>	<b>11%</b>
<b>Arresting criminals</b>	<b>12%</b>	<b>10%</b>
<b>Traffic enforcement</b>	<b>9%</b>	<b>10%</b>
<b>Officers in the schools</b>	<b>n/a</b>	<b>8%</b>
<b>Drug enforcement</b>	<b>10%</b>	<b>8%</b>
<b>Juvenile crime control</b>	<b>5%</b>	<b>6%</b>
<b>Investigation of crimes</b>	<b>4%</b>	<b>5%</b>
<b>Disorder reduction</b>	<b>3%</b>	<b>4%</b>
<b>Response Time</b>	<b>6%</b>	<b>3%</b>

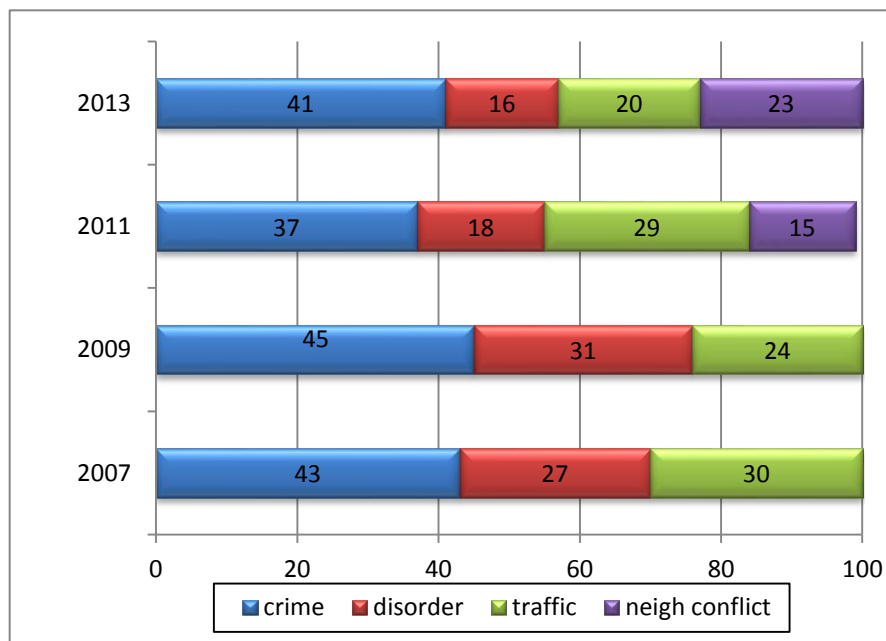
## General Satisfaction with Neighborhood

One measure of a person's satisfaction with their neighborhood is to ask, "If you were given a chance, would you sell or move from your current home because of crime, disorder, neighborhood conflict, or traffic issues?" Over the last several years, the percent of residents who would elect to move has consistently remained in the low to middle 30's. The most common reason for wanting to move remained a concern over crime, followed by neighborhood conflict, then traffic.

Percent of Residents that Would Choose to Move  
Comparing 2007 through 2013



Reasons Residents Would Chose to Move  
2007 - 2011 Police-Community Survey



*Neighbor  
hood  
conflict  
was  
added in  
2011*

## RESIDENT PARTICIPATION

### The Role of the Police in Solving Community Problems

Over the last several decades, police departments have been called on to solve a wide array of problems, many of which are far outside the normal realm of police business. More recently, the Longmont Police has attempted to empower the community to take more control in ensuring order and civility in their own community. This involves the citizen exploring options and utilizing appropriate and safe corrective action in lieu of calling the police.

In the previous surveys (1999 through 2009), residents were asked to quantify how much the police should be responsible for solely correcting various community issues (*entirely, very, somewhat, or not at all responsible*). In past years, residents believed that the police were strongly responsible for the abatement of speeding and drunk driving followed by juvenile crime. They were less responsible for drug use, domestic violence and traffic congestion.

In 2011, the wording of this question was broadened to include a means to measure citizen willingness to partner with the police or other agencies in addressing social issues. Some additional social problems were also included. Residents see the police taking a very active role in each of the scenarios listed below. Traffic related issues tend to remain in the police domain. When it comes to family and domestic issues, police should continue to work with related community agencies. Disorder and neighborhood problems have shifted some onus to the community to work with the police to find solutions.

Respondents Willingness to Partner  
In Solving Community Problems, 2013  
Longmont Police-Community Survey

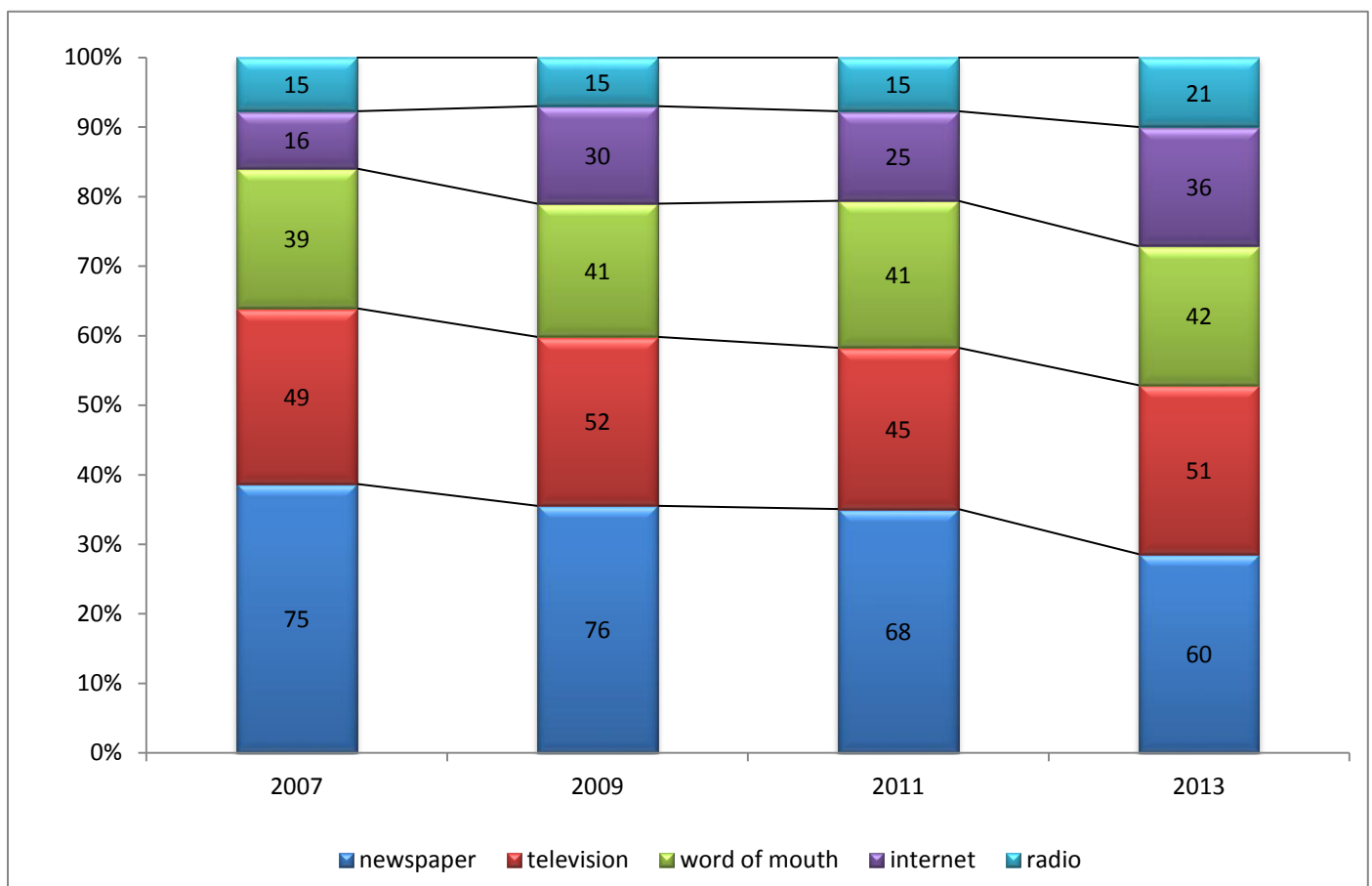
PROBLEM	POLICE WORKING ALONE	POLICE WORKING WITH COMMUNITY AGENCIES	COMMUNITY WORKING WITH THE POLICE	COMMUNITY WORKING WITH COMMUNITY AGENCIES	COMMUNITY WORKING ALONE
Speed & Traffic Violations	68%	18%	12%	1%	1%
Drunk Driving	43%	36%	20%	1%	<1%
Traffic Congestion	38%	36%	18%	7%	<1%
Gang Activity	19%	50%	29%	2%	<1%
Disorder	18%	33%	42%	5%	1%
Drug Use	13%	58%	23%	5%	2%
Domestic Violence	13%	54%	31%	2%	<1%
Juvenile Crime	5%	58%	32%	4%	<1%
Neighborhood problems	7%	27%	53%	8%	5%

## Information Sources

Residents were asked to identify how they were most frequently informed about crime in Longmont. Since the survey began, residents continually report that they are most likely to get the local news through the newspaper, television, or word of mouth. Though the newspaper still remains the number one resource it is steadily declining. Internet use has grown since 2007.

Due to the immense growth in web use, this question was modified in 2011 to include internet based services. In 2011, 7 percent used the police website and 8 percent used social media. In 2013, website use remained stable while social media jumped to 17 percent.

**Sources of Information Related to Crime in Longmont**  
Comparing the 2007 through 2013 Results **by Percent**  
Longmont Police-Community Survey



\*Percent will not total 100% because respondents were allowed to provide multiple answers. Sources under 20% were not displayed in this chart:

- Social media= 17%
- Comm. newsletters=9%
- Neighborhood orgs.= 8%
- PD website=6%
- Crime Stoppers= 4%
- Channel 3 cable= 4%
- No sources= 9%

## Crime Prevention Practices Used by Residents of Longmont

Residents were asked to identify whether a series of crime prevention practices are in use at their home. Crime prevention practices have notably improved:

- ☐ Adequate lighting around property and street
- ☐ Removing visual obstructions
- ☐ Keeping doors secured while at home
- ☐ Protecting identity
- ☐ Guarding against cyber-predators

Percent of Residents Using Crime Prevention Practices at Their Home in Longmont  
Comparing the 2005 through 2013 Results by Percent  
Longmont Police-Community Survey

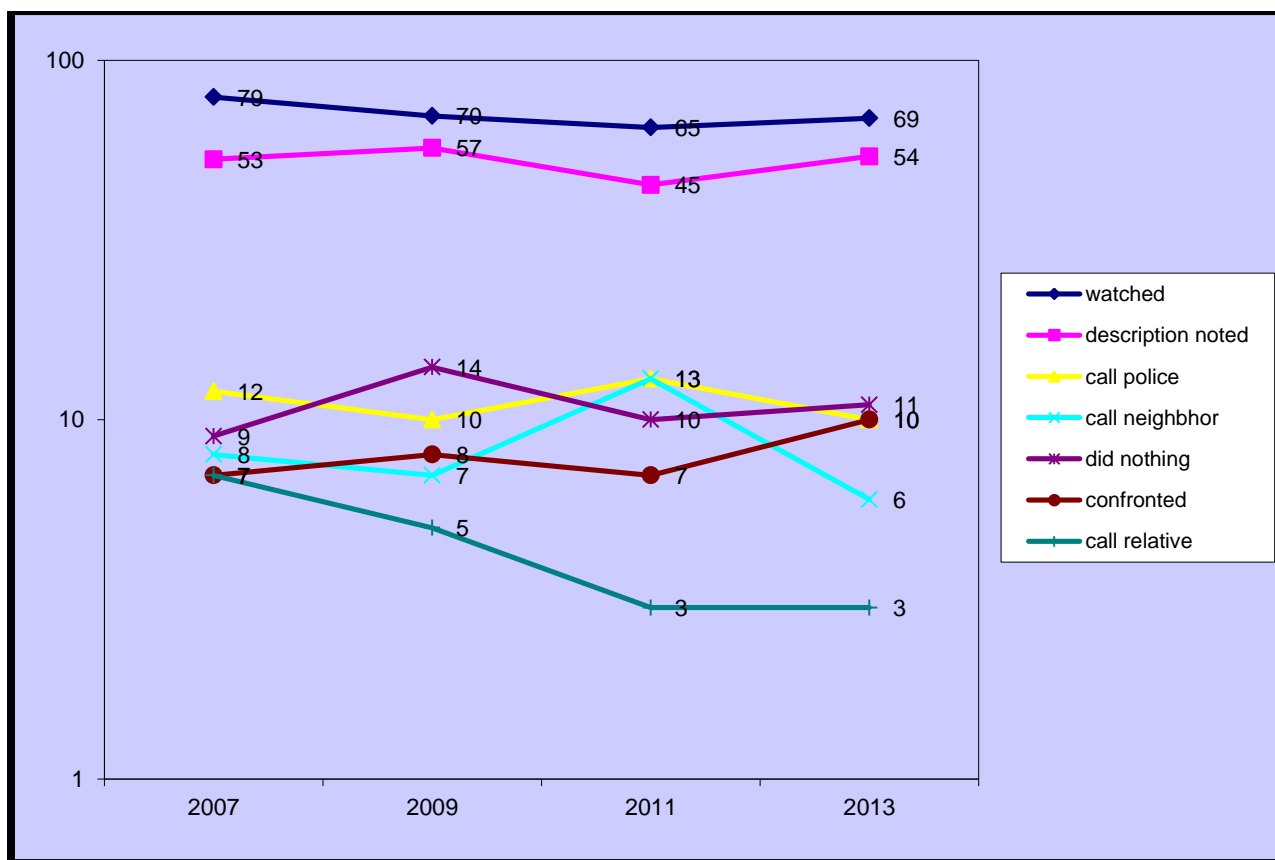
Crime Prevention Practices	2005	2007	2009	2011	2013
Deadbolt locks on all exterior doors	84%	86%	84%	85%	86%
Adequate lighting around your property	84%	86%	81%	78%	82%
Adequate lighting on your street	82%	79%	79%	73%	77%
Keep front windows & doors clear of hiding places	76%	75%	75%	71%	75%
Even while home, doors & garages are kept locked	75%	74%	71%	67%	77%
Added locks on windows / sliding glass door	58%	61%	55%	53%	55%
Own a dog, at least partially for security reasons	32%	35%	32%	33%	36%
Neighborhood Watch participation	20%	20%	24%	24%	22%
Carry a self-defense weapon while away from home	13%	14%	15%	15%	17%
Home alarm system	12%	10%	15%	12%	12%
Carry a whistle or other attention-drawing device	n/a	10%	10%	8%	10%
Protect identify (shred documents, protect psdws)	n/a	n/a	n/a	85%	91%
Protect against internet predators	n/a	n/a	n/a	79%	86%

## Residents' Reaction to Suspicious Activity

Law enforcement personnel promote the concept of neighborhood vigilance, recommending that neighbors watch for suspicious cars, persons, or activities in their neighborhood. If such activity is seen, they are encouraged to contact the police. Residents were asked if they had witnessed anything suspicious in their neighborhood in the last year, and what they did after making the observation.

Two-hundred sixty-one (261) respondents (or 32%) witnessed a suspicious event in their neighborhood in the last year. Most respondents watched the person (69%). Fifty-four percent made note of the suspect's description. Ten percent called the police. Overall, neighbors tended to take a somewhat vigilant role regarding their neighbor's safety.

Residents' Reaction to Witnessing Suspicious Activity in their Neighborhood  
Comparing 2007 through 2013 Results by Percent  
Longmont Police-Community Survey



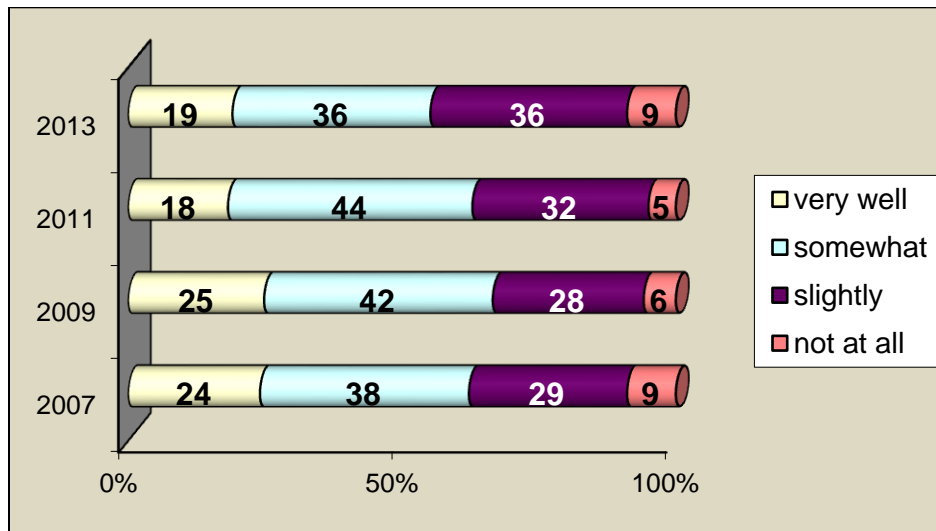
Total will not equal 100% because respondents were permitted more than one answer.

One timeless Longmont Police “Strategic Challenge” is to support residents and neighborhoods toward greater self-sufficiency as it relates to safety (personal and property) and conflict resolution. For this to occur, residents need to know and trust one another.

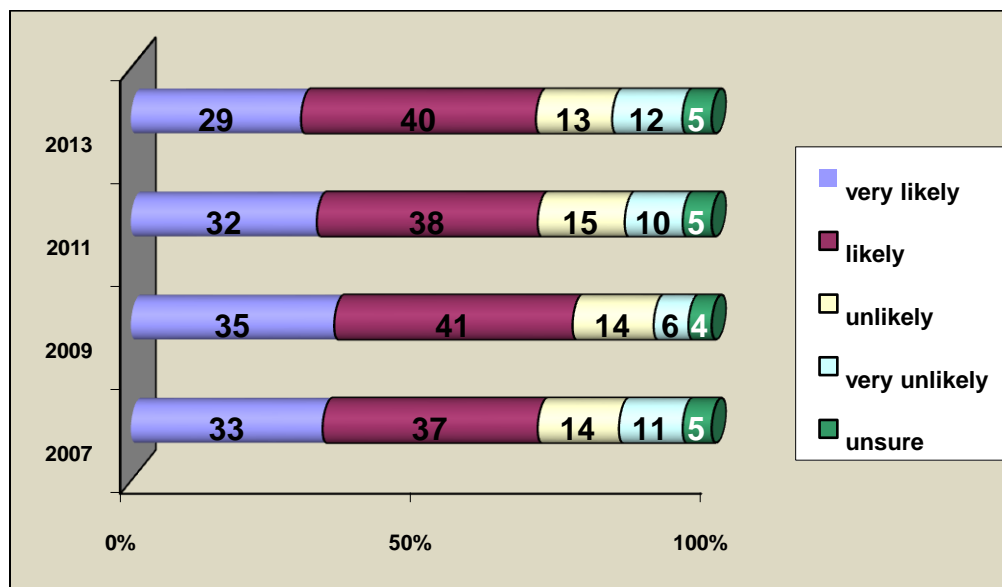
In the survey, residents were asked how well they know their immediate neighbors. About 55 percent of the respondents indicated that they know their immediate neighbors “very” or “somewhat well.” This is a drop from the 63 percent reported in 2011. In 2011, 5 percent did not know their neighbors at all; in 2013, this increased to 9 percent.

Residents were further asked if their neighbors would call the police if they saw someone suspicious around the respondent’s home. Around 70 percent believe that the neighbor’s would call the police (also recorded in the 2011 survey).

How Well Residents Know Their Immediate Neighbors  
2007 - 2013 Longmont Police-Community Survey



Likelihood that Neighbors would Call the Police if Suspicious Activity Seen  
At the Respondent’s Home  
2007 - 2013 Longmont Police-Community Survey





## Summary of Open-Ended Comments

Respondents were allowed to provide comments throughout the survey, and to close with any last thoughts they might have to help improve the agency. All written comments are included in Appendix 3. This chart summarizes the more pronounced themes. They are written in descending order, with the dominant themes listed at the top and the less frequent at the bottom.

<i>More crime enforcement (drugs, gangs, immigration, focus on serious crimes)</i>
<i>More visible patrol (including bike patrol, more greenway and park presence, patrol in neighborhoods, etc.).</i>
<i>Department is doing a good job</i>
<i>More traffic enforcement</i>
<i>Be nicer; care more about the people you contact; be interested in what people tell you;</i>
<i>More community outreach (attend events; stop and chat; more casual encounters)</i>
<i>Enforce more disorder issues (homeless, suspicious behavior, junk cars, noise, code violations)</i>
<i>Increased work in the schools and with juveniles; establish positive relationships with youth</i>
<i>Better follow up on calls/reports/complaints</i>
<i>Hire more officers; more 2-officer cars; more presence in the community</i>
<i>Crime prevention education</i>
<i>More animal control enforcement, esp. cruelty/neglect; re-assess priorities</i>
<i>More street improvements for traffic safety (signs, lights, speed limit changes)</i>
<i>More cultural sensitivity</i>
<i>More training for officers</i>

# **APPENDIX 1**

## **SURVEY METHODS**

# SURVEY METHODOLOGY

## Sample Selection

Three thousand City of Longmont households were selected to participate in the Police Community Survey using a random computerized selection process. A list of city addresses was compiled through the City of Longmont Information GIS Services. Questionable addresses were confirmed or eliminated by using the current city and utility billing database.

### Multi-Family Versus Single-Family Dwelling

Attached units were over-sampled using a ratio of 5:3. Typically, residents living in attached units are less inclined to respond to a survey, so over-sampling from this population can help boost the response rate from residents living in attached units.

## Survey Administration

The Longmont Police Community Survey was administered by mail to a random sample of 3,000 households in Longmont, Colorado between May 8 and May 17, 2013. Households received three mailings. Initially, all selected households were sent a postcard advising them that the Longmont Police was conducting a survey that would be mailed to them within a few days. Residents were assured that the survey responses were anonymous. The postcard was mailed on April 24, 2013. The first survey was mailed on May 8, 2013 and the second on May 17, 2013. Each survey was accompanied by a letter from the Chief of Police introducing the survey and asking residents to complete and return it. A self-addressed stamped envelope was provided. Respondents were asked to discard the second survey if they had already completed and mailed the first. A number of mailings were returned to the Police because the address was vacant or invalid at the time. Surveys actually reached 2,850 households. From those who received the survey, 844 completed and returned it, resulting in a 29.6 percent response rate.

### Response Rate

Under most circumstances, and given the sample design used, a researcher can expect a 33 percent response rate for the type of survey currently being administered. In 2013, our response rate was slightly below.

A sample size of 3,000 was selected in the hopes of obtaining a minimum of 1,000 completed surveys. The margin of error should be no greater than (+/-) 5% with a 95 percent confidence level. A larger sample allows for greater cross-comparisons of opinion based on various demographic variables. If a sample size is too small, then the number of persons that might fall within a more narrow range of respondents (such as female Hispanics over 45 years of age) might be too small to provide any meaningful analysis. Since the biennial survey is designed to note any change in police performance over time, a larger sample with a smaller margin of error can reveal more subtle changes over time.

## Weighting of Results

The survey results were entered into the statistical software program, Statistical Package for the Social Sciences (SPSS). Once a survey is completed, it is not uncommon to learn that certain demographic groups have been under-represented in the survey returns. When this is the case, the bias that is inherent in under-representation can be minimized by giving greater weight to the answers provided by the under-represented group.

There are two elements necessary in determining whether data should be weighted. First, there must be a notable difference between the respondent demographics and the city-wide demographics. Secondly, there must be a significant difference in opinions between the demographic groups that are over-represented, and those that are under-represented. If both conditions aren't present (demographic variation from the norm and a statistical difference in opinion based on demographic group), then weighting is not necessary. The survey questions used to identify critical differences were the questions most likely to evoke the greatest variability in response. Statistical significance was determined, using a

chi square statistic ( $p \leq .05$ ). If differences are present, then a decision must be made what demographic variables are most important to weight. The demographics in the returned surveys were compared with the known demographics of the City, based on the 2010 U.S. Census Reports and American Factfinder.

The demographics that are under-represented in the survey and show a significant difference in opinion include: age, race, and gender. Once the most critical variables are weighted, other demographic variables can shift somewhat, because they are often inter-correlated with the weighted variables. For that reason, for statistical purposes, the sample population totaled 811 (rather than the actual 844 surveys that were returned). The weighting scheme is depicted in the following table.

**Weighting Methodology  
Biennial Survey  
August 2013**

VARIABLE	BREAKDOWN	SAMPLE	POPULATION	WGT (POP/SAMPLE)	FINAL
<i>Age (18 and over)</i>	18-34	12	30	2.42	29
	35-54	31	40	1.29	42
	55+	56	30	0.537	28
<i>Gender</i>	Female	58	51	.837	50.5
	Male	42	49	1.25	49.5
<i>Race (by household)</i>	White	89.9	73	0.835	75
	Hispanic	5.6	21	2.96	19
	Other	5.8	6	1.0	6.2
<i>Education</i>	≤HS	16	33		13
	Some college/AS	31	29		31
	≥BA	53	38		28
<i>Income</i>	<24,999	19	20		17
	25-49,999	27	25		30
	50-99,999	33	30		33
	100+	21	25		21
<i>Tenure</i>	Own	75	63.5		63
	Rent	25	36.5		37
<i>Housing Type</i>	SFD	67	66		64
	MFD	33	34		36

# **APPENDIX 2**

## **FULL SET OF COMMUNITY**

## **SURVEY RESPONSES**

**2013**

# LONGMONT PUBLIC SAFETY COMMUNITY SURVEY

**Total surveys in sample after weighting: n=811**

- How do you rate the amount of crime in Longmont? N=803  
☐ 10(1.2)      ☐ 178(22.2)      ☐ 322(40.1)      ☐ 231(28.7)      ☐ 62(7.7)  
 very high      somewhat high      neither high nor low      somewhat low      very low
- How do you rate your personal safety in Longmont? N=798  
☐ 127(15.9)      ☐ 519(65.1)      ☐ 124(15.1)      ☐ 26(3.3)      ☐ 6(0.7)  
 very safe      safe      neither safe nor unsafe      unsafe      very unsafe
- How do you rate the safety of your property in Longmont? N=799  
☐ 102(12.8)      ☐ 477(59.7)      ☐ 156(19.5)      ☐ 59(7.4)      ☐ 5(0.6)  
 very safe      safe      neither safe nor unsafe      unsafe      very unsafe
- Please rate how safe or unsafe you would feel walking alone at night in the following areas of Longmont:

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not Sure
<b>Your Neighborhood (n=802)</b>	335(41.8)	369(46.0)	77(9.6)	18(2.2)	3(0.4)
<b>Bike Paths/Greenway (n=793)</b>	108(13.6)	375(47.4)	194(24.5)	58(7.4)	57(7.1)
<b>City Parks (n=794)</b>	91(11.4)	385(48.4)	218(27.5)	47(5.9)	54(6.8)
<b>Twin Peaks Mall/Other Shopping Complexes (n=798)</b>	181(22.7)	371(46.5)	133(16.7)	42(5.3)	71(8.9)
<b>Downtown (Main Street, from 1<sup>st</sup> to 9<sup>th</sup> Ave.) (n=803)</b>	194(24.2)	398(49.5)	126(15.6)	49(6.1)	36(4.5)
<b>Uptown (Main Street, from 9<sup>th</sup> to 23<sup>rd</sup> Ave.) (n=804)</b>	85(10.5)	382(47.5)	227(28.2)	67(8.3)	44(5.5)
<b>School Grounds (n=799)</b>	230(28.8)	333(41.7)	83(10.4)	28(3.5)	125(15.6)
<b>Industrial (Main w. to Sunset &amp; 2<sup>nd</sup> s. to Nelson) (n=795)</b>	58(7.3)	288(36.2)	236(29.7)	89(11.2)	123(15.5)

Other areas in Longmont where you feel unsafe:

---

- Please indicate how much of a problem, if any, the following issues are in your neighborhood:

	No Problem	Minor Problem	Moderate Problem	Major Problem
<b>Abandoned &amp; junked cars (n=803)</b>	573(71.3)	168(20.9)	45(5.7)	17(2.1)
<b>Litter (n=804)</b>	392(48.7)	266(33.0)	105(13.1)	41(5.1)
<b>Animal problems (animals running loose, barking dogs) (n=800)</b>	361(45.2)	301(37.7)	92(11.5)	46(5.7)
<b>Street Disrepair (pot holes, street lights out, damaged signs) (n=807)</b>	411(51.1)	249(30.9)	115(14.3)	29(3.6)
<b>Loud Noise (n=802)</b>	432(53.9)	245(30.6)	85(10.6)	40(5.0)
<b>Problems with neighbors (n=807)</b>	547(67.8)	176(21.8)	46(5.7)	38(4.8)
<b>Speeding vehicles (n=805)</b>	275(34.2)	249(31.0)	189(23.5)	91(11.3)
<b>Loitering youth acting threatening or suspicious (n=808)</b>	509(63.0)	213(26.3)	71(8.8)	16(1.9)
<b>Vandalism (deliberate damage to property) (n=802)</b>	460(57.4)	249(31.0)	71(8.9)	22(2.7)
<b>Homes in violation of city codes (weeds, disrepair) (n=807)</b>	432(53.5)	250(31.0)	85(10.6)	40(4.9)
<b>Serious crime (e.g., assault, robbery, rape) (n=799)</b>	616(77.1)	133(16.6)	32(3.9)	19(2.4)
<b>Graffiti (n=804)</b>	429(53.1)	222(27.6)	68(8.4)	23(2.8)
<b>Solicitation (door to door sales, NOT telephone solicitation) (n=808)</b>	288(35.6)	343(42.5)	127(15.7)	50(6.2)
<b>Loitering adults acting threatening or suspicious (n=806)</b>	597(74.1)	162(20.1)	33(4.1)	14(1.7)
<b>Illegal drug use or sales (n=798)</b>	566(70.9)	132(16.5)	62(7.8)	38(4.8)
<b>Gang activity (n=800)</b>	587(73.4)	137(17.1)	48(6.0)	28(3.5)
<b>Transients (e.g., illegal camping, aggressive panhandling, intoxicated) (n=809)</b>	608(75.2)	129(15.9)	45(5.6)	27(3.3)

6. How concerned are you that, in LONGMONT, the following might happen to you or a family member?

	Very Concerned	Somewhat Concerned	Not Concerned at All
Injured by a drunk driver (n=781)	125(16.0)	459(58.7)	197(25.3)
Injured by a careless driver (n=781)	157(20.1)	502(64.3)	122(15.6)
Car will be broken in to (n=777)	136(17.5)	413(53.1)	228(29.4)
Home will be burglarized (n=779)	72(9.2)	434(55.8)	273(35.0)
Threatened or intimidated (n=775)	53(6.8)	270(34.8)	452(58.3)
Child molested or kidnapped (n=773)	72(9.3)	269(34.8)	432(55.9)
Place of work will be robbed (n=763)	48(6.3)	154(20.1)	562(73.6)
Victim of domestic violence (from a past or current partner) (n=775)	35(4.5)	79(10.2)	660(85.2)
Victim of family violence (not including domestic violence) (n=776)	34(4.4)	69(8.8)	674(86.8)
Physically assaulted (n=781)	47(6.0)	218(27.9)	516(66.1)
Sexually assaulted (n=780)	42(5.4)	181(23.2)	557(71.4)
Property vandalized (n=780)	67(8.6)	398(51.0)	315(40.3)
Workplace or school violence (n=772)	67(8.7)	248(32.1)	457(59.2)
Child becoming a gang member (n=765)	61(7.9)	92(12.0)	613(80.1)
Identity theft (someone misusing your personal info) (n=781)	212(27.1)	393(50.3)	176(22.6)
Computer crime (fraud, on-line predators, scams, cyber-stalk0 (n=779)	183(23.4)	339(43.4)	258(33.1)

7. Please indicate how often, if ever, the following crimes have happened to you or a family member, in Longmont, in the last 12 months. Please include crimes that happened in your home, at work in Longmont, or while shopping in Longmont.

	0 Times	1 Time	2 Times	3 or more Times	REPORTED TO P.D.
Burglary (entering a building without authorization and committing or attempting to commit any crime, e.g., theft, assault, etc.) (n=768)	718(93.4)	38(5.0)	6(0.8)	6(0.8)	25
Auto break-in (entering a locked or unlocked car with the intent to steal something inside) (n=774)	674(87.1)	83(10.7)	13(1.7)	3(0.4)	25
Sexual assault (sexual contact without consent, with or w/o force)(n=776)	768(99.0)	6(0.7)	2(0.3)	0	1
Vandalism (intentional damage or destruction of personal property)(n=775)	678(87.5)	77(9.9)	15(2.0)	5(0.6)	15
Assault (hit by another, resulting in pain or injury) (n=774)	751(97.1)	16(2.1)	3(0.4)	3(0.4)	3
Telephone Harassment; not solicitors(hang ups, threats, obscene) (n=776)	717(92.4)	21(2.7)	18(2.4)	20(2.6)	11
Robbery (taking something directly from you, by force or threat) (n=771)	762(98.8)	6(0.7)	3(0.4)	0	1
Fraud (unauthorized use of credit card or personal check, or obtaining money under false pretenses) (n=776)	676(87.1)	75(9.7)	23(3.0)	2(0.2)	18
Domestic violence (any intimidation, threats, or physical pain between persons that have been, or are presently involved as a couple) (n=775)	737(95.1)	28(3.6)	4(0.6)	5(0.7)	2
Intimidated or threatened (with or without a weapon) (n=775)	707(91.2)	50(6.5)	15(2.0)	3(0.3)	10
Motor vehicle theft (n=768)	745(97.0)	17(2.2)	0	7(0.9)	1
Theft (unlawfully taking of property. Do not include the losses noted under <i>burglary, auto break-in, robbery, fraud, or vehicle theft</i> ) (n=773)	703(90.9)	55(7.1)	16(2.0)	0	6
Arson (intentional or negligent burning endangering persons/property)(n=775)	759(98.0)	14(1.9)	0	1(0.2)	1
Identity theft (someone using personal information for their benefit) (n=775)	727(93.9)	35(4.6)	10(1.3)	2(0.3)	11
Computer crime (fraud, on-line predators, scams, cyber-stalk/bully) (n=774)	733(94.7)	28(3.6)	10(1.3)	3(0.4)	2

8. Have you or a family member age 60 or older who lives in Longmont been physically, sexually, emotionally, or financially victimized in the last two years **by someone known to you?** (n=605)

☐ Yes 11(1.5)

☐ No (If NO, skip to Question 10)

679(98.5)

9. If yes, was the person(s) who offended against you or your family member a (check all that apply): (numbers only)

- |   |  |
|---|--|
| <input type="checkbox"/> Family member n=10                 | <input type="checkbox"/> Neighbor n=6                    |
| <input type="checkbox"/> Paid caregiver n=1                 | <input type="checkbox"/> Business owner or mgr n=6       |
| <input type="checkbox"/> Nursing home/Asst living staff n=0 | <input type="checkbox"/> Criminal scam artist n=5        |
| <input type="checkbox"/> Friend n=1                         | <input type="checkbox"/> Professional (dr, cpa, etc) n=1 |
| <input type="checkbox"/> Acquaintance n=2                   | <input type="checkbox"/> Other n=9                       |

10. Even though you may have reported one or more crimes to the Longmont Police Department, you may have not reported ALL of the crimes in which you have been a victim or witness. If you have been a victim or a witness to a crime, but did not make a report, what was the reason for not filing a report (Please check all that apply)? (n=712) (valid percent)

82(10.1)	Didn't think the LPD could help	16(2.0)	I was too busy
42(5.2)	Didn't think the LPD would help	8(1.0)	I didn't want to testify in court
46(5.7)	Thought offender might take revenge on me	11(1.3)	I don't like the Longmont Police
13(1.7)	Too embarrassed to report the crime	5(0.6)	I'm afraid of the Longmont Police
25(3.0)	Believed someone else had reported the incident	33(4.1)	I don't trust the Longmont Police
17 (2.2)	Filed a report insurance, security, or HO assoc	26(3.2)	I dealt with the offender myself
11(1.4)	Didn't want to take the time to report the crime	102(12.6)	Did not seem serious enough to report

11. If you were the victim of one or more crimes in the last 12 months, about how much do you estimate your financial losses to be from the incident(s)? (Please include loss due to theft, damage, and/or medical bills from injuries sustained from the above crimes). (n=401) (FULL %)

- ☐ No financial loss 294(68.5)
- ☐ \$1 to \$100 70(16.2)
- ☐ \$101 to \$500 30(6.9)
- ☐ \$500 to \$15K 31(7.3)
- ☐ \$15K+ 4(1.0)

12. During the last 12 months, did you have any phone or in-person contact with any other member of the Longmont Police Department? (n=658)

- ☐ Yes 267(36.2) ☐ No >>> IF NO, SKIP TO QUESTION 17 471(63.8)

13. What were the reasons for the contact you had with the Longmont Police Department in the last 12 months? (Please check all that apply). (valid percent) (n=235)

I was a victim of a crime	47(5.8)	I witnessed a crime	18(2.2)
Met officer at a community meeting/event	28(3.5)	I participated in a ride-a-long	1(0.1)
Officers spoke to me re:crime they were investigating	42(5.2)	I encountered the police at a school	10(1.3)
Due to a traffic accident, warning, or ticket	58(7.1)	A casual encounter	46(5.6)
I was contacted as a suspect or as a suspicious person	6(0.7)	I was arrested	1(0.2)
To compliment or complain about police services	7(0.8)	To let the police know about a problem	104(12.9)
To compliment or complain about dispatch services	2(0.3)	To ask for assistance	52(6.4)
Met officer at a Neighborhood Watch meeting	3(0.4)	Other reason	

14. During your most recent telephone contact with the Communications Center, did you find the call-taker helpful? (n=315)

- |  |   |
|--|---|
| <input type="checkbox"/> Yes, definitely 121(38.5) | <input type="checkbox"/> No 7(2.2)                            |
| <input type="checkbox"/> Yes, mostly 50(15.7)      | <input type="checkbox"/> Don't remember 16(5.2)               |
| <input type="checkbox"/> Not really 31(10.0)       | <input type="checkbox"/> Didn't talk to a call-taker 89(28.4) |



15. In recalling your MOST RECENT encounter with the Longmont Police Department (within the last 12 months), please rate the Police Department staff member on the following:

	Very Good	Good	Neither	Bad	Very Bad	DK
<b>Knowledge (n=329)</b>	144(43.8)	117(35.4)	34(10.4)	5(1.6)	0	29(8.7)
<b>Helpfulness (n=339)</b>	154(45.3)	99(29.2)	47(13.9)	27(7.9)	1(0.3)	71(3.3)
<b>Level of interest in addressing concerns (n=328)</b>	138(42.0)	87(26.5)	49(15.0)	29(8.9)	11(3.3)	14(4.3)
<b>Courtesy (n=335)</b>	173(51.7)	97(29.0)	33(10.0)	10(3.0)	8(2.3)	14(4.0)
<b>Fairness (n=329)</b>	150(45.6)	85(25.7)	52(15.7)	19(5.7)	5(1.5)	19(5.8)
<b>Overall impression of staff member (n=333)</b>	153(46.1)	98(29.4)	42(12.6)	16(4.9)	3(0.9)	20(6.1)

16. How important do you think each of the following police department roles is in Longmont?

	Essential	Very Important	Somewhat Important	Not Important
<b>Arresting criminals (n=483)</b>	385(79.8)	93(19.2)	5(1.0)	0
<b>Crime prevention (n=484)</b>	358(74.0)	119(24.7)	6(1.3)	0
<b>Having ofcrs in the schools (safety, educ, intervention) (n=484)</b>	208(43.0)	188(38.9)	78(16.0)	10(2.0)
<b>Control of juvenile crime (n=488)</b>	237(48.6)	209(43.0)	41(8.4)	0
<b>Victim assistance (n=482)</b>	214(44.4)	200(41.6)	62(12.8)	6(1.2)
<b>Providing home, business, &amp; personal safety educ (n=475)</b>	115(24.1)	166(34.9)	177(37.3)	18(3.7)
<b>Animal control (n=482)</b>	109(22.7)	154(32.0)	191(39.5)	28(5.8)
<b>High visibility patrol (n=480)</b>	213(44.3)	167(34.8)	72(15.1)	27(5.7)
<b>Traffic enforcement (n=490)</b>	187(38.2)	174(35.5)	108(22.1)	21(4.3)
<b>Public lectures &amp; presentations (n=473)</b>	63(13.3)	122(25.9)	235(49.6)	53(11.3)
<b>Drug enforcement (n=478)</b>	244(51.0)	134(28.1)	84(17.5)	17(3.5)
<b>Investigation of crimes (n=482)</b>	354(73.5)	116(24.1)	12(2.4)	0
<b>Reducing disorder (e.g., noise, junked cars, litter) (n=483)</b>	134(27.7)	185(38.4)	153(31.6)	11(2.3)
<b>Solving neighborhood problems (n=482)</b>	97(20.1)	183(37.9)	175(36.2)	28(5.8)
<b>Response time (n=479)</b>	326(68.2)	136(28.3)	16(3.4)	0
<b>Control of gang activity (n=478)</b>	340(71.2)	108(22.6)	25(5.3)	5(1.0)
<b>Showing citizens how to work together for safety (n=481)</b>	134(28.0)	197(40.9)	125(26.0)	25(5.1)

17. If you wanted the Longmont Police Department to spend more time doing any of the tasks listed above, what would they be? Please select the TWO MOST IMPORTANT categories listed in question 17 that would have the GREATEST IMPACT OR BENEFIT TO YOU, PERSONALLY.

PERSONALLY BENEFICIAL POLICE ACTIVITY	NUMBER	PERCENT
<b>Crime prevention</b>	<b>161</b>	<b>13%</b>
<b>Visible patrol</b>	<b>149</b>	<b>12%</b>
<b>Gang control</b>	<b>139</b>	<b>11%</b>
<b>Traffic enforcement</b>	<b>119</b>	<b>10%</b>
<b>Arresting criminals</b>	<b>118</b>	<b>10%</b>
<b>Officers in the schools</b>	<b>100</b>	<b>8%</b>
<b>Drug enforcement</b>	<b>97</b>	<b>8%</b>
<b>Juvenile crime control</b>	<b>74</b>	<b>6%</b>
<b>Investigation of crimes</b>	<b>59</b>	<b>5%</b>
<b>Disorder reduction</b>	<b>53</b>	<b>4%</b>
<b>Response Time</b>	<b>43</b>	<b>4%</b>
<b>Help citizens work together for safety</b>	<b>35</b>	<b>3%</b>
<b>Victim assistance</b>	<b>27</b>	<b>2%</b>
<b>Solve neighborhood problems</b>	<b>15</b>	<b>1%</b>
<b>Animal control</b>	<b>16</b>	<b>1%</b>
<b>Safety education</b>	<b>14</b>	<b>1%</b>
<b>Lectures</b>	<b>9</b>	<b>1%</b>

18. Please rate your overall satisfaction with the Longmont Police Department. (n=798)

☐ very satisfied 378(47.3)     
 ☐ somewhat satisfied 220(27.5)     
 ☐ neither satisfied nor dis-satisfied 120(15.1)     
 ☐ somewhat dis-satisfied 28(3.5)     
 ☐ very dis-satisfied 13(1.6)     
 ☐ don't know 39(4.9)

19. Please rate the performance of the Longmont Police Department on the following categories:

	Very Good	Good	Neither	Bad	Very Bad	Don't Know
Arresting criminals (n=772)	151(19.6)	281(36.3)	59(7.6)	9(1.1)	3(0.4)	270(35.0)
Crime Prevention (n=768)	103(13.3)	332(43.2)	87(11.3)	16(2.0)	4(0.5)	227(29.6)
Having ofcrs in the schools (safety, educ,) (n=768)	112(14.5)	273(35.6)	98(12.8)	3(0.3)	2(0.3)	280(36.4)
Control of juvenile crime (n=768)	78(10.1)	240(31.3)	123(16.0)	39(5.0)	3(0.4)	285(37.1)
Victim assistance (n=763)	102(13.3)	226(29.7)	99(12.9)	12(1.6)	3(0.4)	321(42.1)
Providing home, business & personal safety educ (n=764)	77(10.1)	211(27.6)	123(16.1)	19(2.4)	1(0.2)	333(43.6)
Animal control (n=768)	119(15.5)	291(37.9)	118(15.4)	52(6.8)	14(1.8)	174(22.6)
High visibility patrol (n=767)	121(15.7)	322(41.9)	166(21.6)	35(4.6)	10(1.3)	114(14.8)
Traffic enforcement (n=771)	112(14.5)	323(41.8)	152(19.7)	58(7.5)	10(1.3)	116(15.1)
Public lectures & presentations (n=768)	68(8.9)	190(24.7)	132(17.2)	19(2.5)	2(0.3)	357(46.5)
Drug enforcement (n=768)	86(11.2)	255(33.2)	95(12.3)	36(4.7)	14(1.8)	283(36.9)
Investigation of crimes (n=769)	107(13.9)	250(32.5)	92(11.9)	23(3.0)	8(1.0)	290(37.6)
Reducing disorder (e.g., noise, junked cars, litter) (n=770)	81(10.5)	238(30.9)	159(20.6)	48(6.2)	15(2.0)	230(29.8)
Solving neighborhood problems (n=764)	77(10.1)	213(27.9)	141(18.5)	20(2.6)	7(0.9)	306(40.0)
Response time (n=772)	104(13.5)	284(36.8)	105(13.6)	24(3.1)	12(1.5)	243(31.5)
Control of gang activity (n=763)	79(10.4)	233(30.5)	112(14.6)	50(6.6)	15(2.0)	274(36.0)
Showing citizens to work together for safety (n=768)	69(9.0)	194(25.3)	139(18.1)	23(3.0)	15(1.9)	328(42.7)

20. How should Longmont best address the following safety issues? (please select **your primary choice only**)

<u>Primary responsibility should fall with....→</u>	The Police working alone	The Police working with other community agencies	Community members working with the police	Community members working with other community agencies	Community members working alone
Juvenile crime (n=51)	38(5.1)	440(58.5)	242(32.2)	28(3.8)	3(0.4)
Drug use (n=753)	99(13.2)	435(57.7)	172(22.8)	36(4.8)	12(1.6)
Domestic violence (n=741)	94(12.7)	404(54.5)	226(30.6)	15(2.0)	2(0.2)
Drunk driving (n=746)	318(42.7)	270(36.2)	148(19.8)	6(0.8)	4(0.5)
Traffic congestion (n=740)	284(38.3)	267(36.1)	136(18.4)	49(6.6)	4(0.6)
Speeding/traffic viol.(n=744)	507(68.2)	137(18.4)	87(11.7)	6(0.9)	7(0.9)
Neighborhood prob (n=745)	49(6.6)	203(27.3)	392(52.6)	63(8.5)	38(5.1)
Gang activity (n=751)	141(18.8)	377(50.2)	216(28.8)	15(2.0)	1(0.2)
Reducing disorder (n=743)	132(17.8)	246(33.1)	314(42.3)	40(5.4)	11(1.4)

21. Which, if any, of the following safety measures do you ROUTINELY USE, especially around your home?

	Yes	No	Not Sure
<b>Deadbolt locks on all exterior doors (n=786)</b>	673(85.5)	100(12.7)	13(1.7)
<b>Additional locking mechanisms on windows/sliding glass doors(n=789)</b>	437(55.4)	341(43.3)	10(1.3)
<b>Home alarm system (n=778)</b>	91(11.7)	684(88.0)	2(0.3)
<b>Keep front windows &amp; doors clear of hiding places (shrubs etc.)(n=785)</b>	588(75.0)	163(20.8)	34(4.3)
<b>Neighborhood Watch participation (n=772)</b>	169(21.9)	536(69.4)	67(8.7)
<b>Adequate lighting around your property (n=786)</b>	640(81.5)	121(15.4)	25(3.2)
<b>Adequate lighting on your street (n=784)</b>	600(76.6)	144(18.4)	39(5.0)
<b>Even while home, doors and garages are kept locked (n=784)</b>	603(76.9)	177(22.5)	5(0.6)
<b>Own a dog, at least partially for security reasons (n=784)</b>	280(35.7)	489(62.4)	15(1.9)
<b>Carry a weapon for self defense away from home (n=778)</b>	130(16.7)	637(81.9)	10(1.3)
<b>Carry a whistle or attention drawing device (n=774)</b>	75(9.6)	689(89.0)	10(1.4)
<b>Protect identity (e.g., shred docs, protect passwords, check accts) (n=790)</b>	717(90.8)	68(8.6)	5(0.6)
<b>Protect against internet predators (e.g., scams, child internet use) (n=783)</b>	676(86.4)	85(10.8)	21(2.6)

22. If given the chance, would you sell or move from your current home because of crime, disorder, traffic issues, or neighborhood conflict? (n=800)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yes, definitely	yes, possibly	undecided	no, probably not	definitely not
87(10.9)	119(14.8)	66(8.3)	260(32.5)	268(33.5)

23. If yes to #23, please circle the issue that is the most significant reason for wanting to move (check only one). (n=245)

<input type="checkbox"/> Crime	<input type="checkbox"/> Disorder	<input type="checkbox"/> Traffic	<input type="checkbox"/> Neighborhood conflict
100(40.8)	39(16.1)	50(20.5)	55(22.6)

24. Which of the following information sources do you ROUTINELY use to learn about crimes happening in the City of Longmont? (Please check all that apply). (n=807)

Newspaper	481(59.7)	Community newsletters	73(9.0)	Channel 3	35(4.3)
Neighborhood org & newsletters	64(7.9)	BC Crime Stoppers	28(3.5)	Word of mouth	336(41.5)
Radio	169(20.8)	Television	414(51.0)	The internet news	288(35.5)
Social Network (Facebook, Twitter)	139(17.1)	City LPD Website	52(6.4)	<input type="checkbox"/> None	71(8.8)
Other (specify)					

25. In the last 3 months, did you ever see anyone in your neighborhood who struck you as suspicious? (n=803)

<input type="checkbox"/> Yes	261(32.5)
<input type="checkbox"/> No >>> IF NO, SKIP TO QUESTION 28.	542(67.5)

26. If yes, what, if anything, was your reaction to the event? (Please check all that apply). (n=232)

Confronted the person	25(10.8)	Watched the person	180(77.6)
Called a neighbor	15(6.5)	Noted person's description/car description	141(60.8)
Called a relative or friend	7(3.0)	I did not react to the situation	29(12.5)
Called the police department	27(11.6)	Other _____	

27. How well do you know your neighbors, particularly those who live closest to your home? (n=427)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very well	somewhat well	slightly	not at all
82(19.1)	153(35.8)	153(35.8)	40(9.3)

28. What do you think is the likelihood that any of your immediate neighbors would call the police department if they saw someone suspicious around your home and had no way to contact you? (n=796)

☐ very likely 232(29.2)     
 ☐ somewhat likely 321(40.4)     
 ☐ somewhat unlikely 106(13.4)     
 ☐ very unlikely 93(11.7)     
 ☐ not sure 42(5.4)

29. If you could make recommendations to improve the Longmont Police Department, what would they be?

The final questions are about you and your household. Again, your answers to this survey are completely anonymous and will be reported in group form only.

31. How many years have you lived in Longmont?

Length of Residency	Number	Percent
≤1YR	70	9%
2-5 YRS	151	19%
6-10	162	20%
11-15	123	15%
16-20	76	9%
21-35	133	17%
36+	87	11%
TOTAL	802	100%

32. What kind of residence do you live in? (n=806)

Single family home 496(61.5)  
 Condo/townhouse 122(15.1)  
 Apartment 174(21.5)  
 Mobile home 12(1.5)  
 Other 3(0.3)

33. Do you rent or own your residence? (n=809)

Own 517(63.8)  
 Rent 293(36.2)

34. How many people (including yourself) live in your household? (n=715)

Number in household	Number	Percent
1	177	22
2	281	35.1
3	155	19.4
4	107	13.3
5	49	6.1
6	21	2.6
7	6	0.8
8	6	0.82
Total	802	100

35. Does your household have a telephone? (n=799)

Yes 424(53.0)

No 28(3.6)

Cell phone only 347(43.4)

36. Which of the following categories best describes the highest level of formal education you have completed? (n=806)

☐ 0-11 years 36(4.5)

☐ high school graduate 108(13.4)

☐ some college or A.S. 246(30.6)

☐ bachelor degree 224(27.8)

☐ graduate or professional degree 191(23.8)

37. How much was your household's total income before taxes in 2010? (n=765)

<\$14,999 62(8.1)

\$15-\$24 65(8.5)

\$25-\$34,9 84(11.0)

\$35-\$49,9 147(19.2)

\$50-\$74,9 134(17.6)

\$77-\$99,9 112(14.6)

\$100k-\$149,9 102(13.4)

over \$150K 58(7.6)

38. Which of the following best describes your age? (n=808)

☐ 18-24 37(4.5)

☐ 25-34 199(24.6)

☐ 35-44 143(17.7)

☐ 45-54 201(24.8)

☐ 55-64 105(13.0)

☐ ≥65 124(15.4)

39. Which of the following best describes your race or ethnicity? (n=715)

☐ White 606(74.7)

☐ Hispanic/Latino 155(19.1)

☐ Black/African American 6(0.8)

☐ Asian or Pacific Islander 35(4.3)

☐ Amer Indian, Eskimo, or Aleut 6(0.7)

☐ Other \_\_\_\_\_ 3(0.4)

40. Your gender. (n=808)

☐ Female 408(50.5)

☐ Male 400(49.5)

41. What is the nearest intersection to your home? (Please list the closest intersection whether it includes major or smaller streets).

\_\_\_\_\_  
AND\_\_\_\_\_

41a. BEAT

Beat	Number	Percent
1	114	15%
2	77	10%
3	6386	11%
4	2516	2%
5	2828	4%
6	5457	7%
7	8089	12%
8	4759	8%
9	4839	5%
10	89	1%
11	3341	5%
12	3539	5%
13	1718	2%
14	7397	13%
Unk	42	5%
Total	811	100%

42. How many people in your household are 18 years of age or younger?

Under 18 in household	Number	Percent
None	457	58%
1	141	18%
2	126	16%
3	41	5%
4	15	2%
5	5	1%
>6	3	<1%
Total	788	100%

## **APPENDIX 3**

### **OPEN – ENDED RESPONSES**

## LONGMONT POLICE COMMUNITY SURVEY4

### OPEN ENDED RESPONSES

- ☐ Give more warning on traffic ticket the cause of the ticket the driver's mind is somewhere else or no focusing on the speed.
- ☐ Stop pulling people over for something that you continually do yourself. Driving tickets. Meaning pulling into the crosswalk to be able see clearly.
- ☐ I have had very little contact, twice, in final week of school. Fires were started in my back yard. Police were polite; no one was ever identified. Vandalism/prank
- ☐ Feeling unsafe when I saw young people with speedy car at night near 17<sup>th</sup> and County Rd 1 and homeless people wondering around downtown. And too aggressive drivers and too loud music (car passing by)
- ☐ Turn their headlights on during the daytime. Stop drivers that do not signal what direction they are turning. Speeding on 17th Ave needs monitoring
- ☐ I have never heard anything negative about LPD in my circle. My only recommendation is to remember all your hard work counts and most people know this. Keep up the great work!
- ☐ Citizen police helpers change uniforms have labels police be at all accidents at all times not just some of the time
- ☐ More police training I am not qualified to give advice on the subject
- ☐ Since we live 1/2 block from Thompson Park there is often fast traffic. And sense funeral home on the same block there is often strange autos coming and going. Can't suggest anything. Because of this situation
- ☐ Increase efforts to control gang activity in northern part of city. Also, increase narcotics enforcement as many property crimes are committed by drug addicts. Keep up the good work LPD seems to be very professional and protective
- ☐ More patrols
- ☐ Can't answer. I have no first-hand knowledge
- ☐ Better response time
- ☐ Go after serious crimes more minor infractions less
- ☐ Leave wildlife alone 1e-animal control
- ☐ Enforce traffic code violations, e.g. red light runners. Discourage panhandlers and direct them to our agency and other agencies that provide assistance
- ☐ I'd like to see animal control drive by once in a while! I've been bit a lot and think dogs should be on a leash
- ☐ Remove prejudice behaviors
- ☐ I'm not familiar enough to comment. Small amount of contact has been very favorable. Thanks
- ☐ Citizens' volunteers don't follow the law. That needs to change
- ☐ More visibility police presence can cause people to slow down on main roadways
- ☐ Stop people from texting! Cell phone use while driving



- ☐ To be out more to be seen. Drive more thru neighborhoods
- ☐ Over by 7-11 on Ken Pratt there is a bus that comes in full of illegal immigrants and a cop watches to make sure that they arrive when specified and on time. They get out call family and go separate ways cop does nothing to stop this
- ☐ No gay officers much better animal control
- ☐ Allocate more resources in school safety
- ☐ Overall I think they do a good job
- ☐ Make more follow up return phone calls from victim that have reported a crime just get voice mail and not follow up!
- ☐ That they follow all traffic laws i.e., passing on the right when someone is making a left turn on a 2 lane street, stopping for pedestrians at crosswalks
- ☐ Increase patrols which it appears you may have. live near Loomiller Park where there have been student / teen pressure which have decreased as of late great thanks
- ☐ None coming from Arkansas small town where there is no crime. Longmont is the safest place, I would never live in Denver or its sub towns
- ☐ Increase the speed limit on Airport Rd. A twice yearly public education meeting to discuss crime prevention and concerns in the community. Self-defense classes for women and elderly and we think you guys do a great job.
- ☐ I think the drivers in Longmont are terrible. Would like to see more enforcement on careless drivers. The longer they get away with it the worse it's going to get
- ☐ Doing fine
- ☐ Knowing there would be a quick response time. Frequent visible police presence in neighborhoods
- ☐ More visual patrol during the day
- ☐ I don't have any interaction directly but don't be afraid to not change use judgment like the case of the dis. Man on 3<sup>rd</sup>
- ☐ Be a little nicer and less harsh
- ☐ Better ordinance control rentals parking on lawns. Makes for trashy appearance. No need for 3 PD cars to stop for every traffic pullover. Need traffic lights at Francis and 15<sup>th</sup>
- ☐ Doing great!
- ☐ Bring neighborhood together for instructions how to watch each other's back, some easy ideas for safety, etc.
- ☐ Be courteous to people
- ☐ Police more patrol to neighborhood
- ☐ Maintain visibility presence. Actively engage in communication with all people when on duty. Further community education programs
- ☐ Additional bike cops especially in summer could be a good way to make their presence more apparent
- ☐ Another P.D. substation near 9th and Lashley for (if anything) visibility
- ☐ Check speeding on south part of Airport Rd

- ☐ Investigate! Follow up and take req. seriously. It may seem like a big deal to you but citizens believe it is so you should at least follow up
- ☐ To build cultural competency of LPD staff and work more on community outreach and building trust with all members of our community
- ☐ Longmont police dept. has always kept Longmont citizens safe to the best set of standards they can provide us. You are all doing a great job
- ☐ Solve crimes don't prevent crimes that our job
- ☐ Drive through high volume parking lots. Acknowledge the citizens greeting
- ☐ Try to catch traffic law violators over all I think Longmont police do an excellent job. Anytime I have been contacted by them they are professional courteous and respectful
- ☐ I believe that Longmont drivers are terrible at stop lights they habitually run through major intersections often 2 to 4 at a time. The police dept. should install cameras to enforce this.
- ☐ Catch people speeding its unsafe
- ☐ Actually enforce rules of the road. Speeding, aggressive drivers. Burned out tail light, running through red lights. I have not seen a single light where somebody hasn't jumped a red light
- ☐ They can get more Hispanic police men
- ☐ Increase your number of detectives that are devoted to domestic violence it is a huge problem and is devastating to the people, children that choose that choose to leave these situations. Much more support is needed in this area
- ☐ Be a little nicer, not everyone is going to be a .. Sometimes people act the way they do because they are raky to you
- ☐ Deal with something more important than tickets. Seem to be only time i see you
- ☐ Hire more officers
- ☐ I'm not in a position to start telling the police what they should or shouldn't do. They have enough job without the public telling them what to do. I appreciate their service
- ☐ Again, I feel ok with police dept. in Longmont
- ☐ Animal control should spend more time on following up on cruelty cases than parking and waiting for someone to drop their dog leach. Better enforcement of indecent exposure calls
- ☐ You are doing a good job and through years have done so but with more people in Longmont, more crimes have occurred. I read the paper Times Call Daily and there is lots more crime and traffic now than even 5 years ago. It is getting worse
- ☐ Include routine patrols of alleys garage access. Scumbag more control. Passing row of cars on 3rd are going east across main street then cutting into left lane rather than making right
- ☐ Help with issues of investigation and victim support
- ☐ Few yrs. ago someone slashed our car tires in our own driveway. We called the police but no one ever showed up or followed up. Pretty disappointing. At least call back if you're short-handed or tied up

- ☐ Given the time circumstances improve interaction with the neighbors. Smile, be friendly a 60 second visit could be more beneficial than any survey
- ☐ Visibility, speeding control, patrol and via media outlets. How about profiling a safety professional (police, fire, etc.) each week in the times call
- ☐ Improve on response time; beef up illegal firework patrol in my neighborhood. Get the city to repaint all double left turn lanes I almost got smashed by cars on the outside turn lane turning and forcing me into oncoming traffic 66 and 278 big problem
- ☐ Less lane closures after a minor accident
- ☐ More police patrols in neighborhood and Main St
- ☐ Gang activity school drug awareness program
- ☐ Better follow up after contact is made with individual
- ☐ I don't like that you are guilty until proven innocent in traffic accidents. That is not how the justice systems supposed to work
- ☐ There is a lot of drug activity specifically selling on street corners. Collyer between 9th and Mountain View. That area has a lot of speeding cars. Police needs to be more present
- ☐ In my opinion sometimes police spend more time ticketing speeding drivers than investigating crimes and arresting criminals. This is just a perception the public sees. Maybe more frequent police patrols will change public perception
- ☐ Deal with the homeless on the streets
- ☐ Better response time
- ☐ More neighborhood presence drive thru more communities/involvement.
- ☐ Good staff members. Proper hours to ensure rested reg. Proper training
- ☐ Keep doing what you are doing now.
- ☐ Reevaluate the need or mission of animal control. Excessive barking yes, run away dogs yes, threatening animals yes. Ticketing people who have their dogs under control, no
- ☐ No suggestions police officers have visited my home when we dialed 911 to have my husband transported to the hospital by ambulance. They always seemed concerned and have offered comforting advice. They're the best
- ☐ Perhaps see more squad cars patrol neighborhoods. First 6 months of moving her 1998 I was wondering if Longmont even had a police force.
- ☐ I think we have an exemplary police department and that starts from the top. I wish the traffic on Airport Rd and 17th Ave were held in better check speed wise. These streets are a race track
- ☐ Tougher on gang activity. Better presence in schools
- ☐ More time spent in neighborhoods and interacting with the people. Better response time to emergencies. Loud radios, revving engines. Loud parties and harsher punishment for the violations
- ☐ You're doing a great job. I feel very safe living in Longmont. The only thing that makes me nervous is occasional transients along the greenway

- ☐ Contacts with police officers have been negative. They seemed uninterested and as though they were bothered by my auto theft. Other casual contact has been negative as well. I would recommend they take working with the community seriously
- ☐ Do not participate in the war on drugs, except meth
- ☐ Make this form shorter!
- ☐ Work harder on enforcing speed limits and aggressive driving
- ☐ More speed indicators should be set on roads rather than police radar
- ☐ My adult son who is a chemist was stopped by police in front of our home at 2am and questioned racial profiling
- ☐ Two officers per patrol car (SUV, car, truck, van)
- ☐ Dangerous job thanks for all that you do!
- ☐ Loud music late around Carr Park and car racing at stop signs on 21st, main
- ☐ More officers are needed
- ☐ I'm thinking they do a good job. Endanger their own lives often
- ☐ Egotistic attitudes are detrimental to public trust and police seem to think they are above the law
- ☐ Pay more attention to cross walks. Cars do not stop even for small children. The crosswalks at Francis and 23rd is really bad. I'd recommend flashing signs!
- ☐ Online availability for reporting barking dogs, junk cars, weeds, etc.
- ☐ I understand they need to communicate and share info but in Longmont you do see 2 or 3 police cars parked together with the officers talking quite often, sometimes for an hour or more are they truly working?
- ☐ Stronger stands on drunk driving. There seems to be a lot of drunk driving incidences
- ☐ Make their presence more known in a non-threatening way
- ☐ Speeding tickets, speed bumps etc. Are pretty low on my list, main problems, I've seen are kids vandalizing, breaking into cars, drugs 12-18 years old. Protect our schools need more good things to do in town for kids
- ☐ Patrol the area better and more often drug enforcement, speak to people in the area and follow through with investigating and situation
- ☐ More cops on the street all the time
- ☐ Don't assume everybody who calls for your service is somehow a lesser person in society
- ☐ These are some dangerous intersections-hover and 9th that need to be monitored for improvement pace 3<sup>rd</sup>
- ☐ More policing of schools
- ☐ Worry a bit less about traffic enforcement. Cars running engines to warm up in the winter and more about serious crimes
- ☐ Increase police presence on Fridays and Saturday nights, especially on north Gay St.
- ☐ Professional and respect
- ☐ We have a problem with transients hanging around our complex and digging through our trash. We would appreciate that being controlled as we have a small child

- ☐ Focus on young people they are the future, prevention is the key. We need programs for our kids to maintain them busy doing what they like
- ☐ At night pass by more
- ☐ Keep doing what you have been. It works well
- ☐ Very satisfied with the police they do an excellent job. Its people that make it hard for them. (illegal aliens) I am a senior and 89 years old
- ☐ Less chatting, move quicker on issues
- ☐ Increased investigation of crimes that have already occurred and follow up. Assisting ice and other agencies to deport all illegals in Longmont
- ☐ Add enough more officers to have 2 per car at night. Whatever it takes to make is safer for the officers
- ☐ I think our police dept. Do a pretty good job with all they have to deal with on a daily basis
- ☐ Be more visible. Traffic control and enforcement. Investigating crimes
- ☐ Get a new municipal judge!!
- ☐ Less speed tickets warnings first more drunk driving caught less speeding officers in town
- ☐ Give them more money -people-authority
- ☐ More neighborhood patrol! More police presence on a regular basis
- ☐ Too many people sliding through red lights by schools ex Longmont high school. Warren and sunset. Ps. I think we are fortunate to have a good police dept.
- ☐ Be a kinder and helpful with information
- ☐ Congestion around Mountain View Elementary School is bad, very hard to keep your driveway open; can police do anything about that?
- ☐ Better response time
- ☐ Hard to say always more patrols at night and weekends
- ☐ More visibility
- ☐ Teach motorists about crosswalks especially unmarked
- ☐ More on criminals and less watching the bars
- ☐ Hiding in places to catch speeders catch more stop sign runners
- ☐ More patrol streets emery /loud music speeder, too many wet backs
- ☐ I think there are certain neighborhoods that need more police presence. There seems to be a lot of young suspicious people around our condos. They meet with the neighbors briefly and then leave. There are abandoned cars and litter on a regular basis
- ☐ More visibility
- ☐ None
- ☐ Concentrate on real crime and distracted drivers. Cell phones while driving. Code enforcement in any poorer neighborhood is a joke. Dead trees everywhere, trash, junk furniture. I have tried to engage code enforcement and have been told, "sorry"
- ☐ I think we have a very good police dept.
- ☐ Maybe hire more police officers

- ☐ Get rid of drugs
- ☐ To put a speed limit in 15th Ave and to attend to the phone calls immediately.
- ☐ I haven't been here long enough to know. New to Colorado
- ☐ I ride a bicycle a lot. I see distracted drivers a lot. Texting, gps-ing, phoning. It concerns me to be on a bicycle with these drivers sharing the road. Can we have a program where we can call in the license numbers of these cars and drivers?
- ☐ Uphold the law
- ☐ See #17 faster response time
- ☐ I think they do a good job
- ☐ I don't think I have enough knowledge about what they do to make a recommendation
- ☐ I would say they are doing a fantastic job
- ☐ Nothing special- you are very good
- ☐ Patrol neighborhoods more
- ☐ Get to know people in your patrol areas. Stop and talk with us
- ☐ There appears to be a high rate of drug activity as witnessed by the expensive cars being driven by gang bangers and illegals, the illegals should be better controlled they impact our economy and many ways
- ☐ Better traffic enforcement especially on pace and 17th. Better animal control dogs off leashes etc.
- ☐ Have a police officer physically respond to call for service not call on the phone or take a report by phone it would faster better community relations if the officer showed up at your door
- ☐ More officers on the street and in the schools
- ☐ At this moment I don't have any
- ☐ More visibility
- ☐ I believe a public apology is due to the woman who was accused of the fatal New Year's Eve hit and run wrongfully
- ☐ A meet and greet in the area, like at the firehouse, 1-2 times a year or a place of your choosing
- ☐ Drive in to the neighborhoods, not on the main streets only!
- ☐ More drive by in the neighborhoods
- ☐ Police should be better than the average person be a good example, with city laws and ordinances. Police shouldn't have "better then everyone" attitude
- ☐ Better patrols in parks
- ☐ More police force members
- ☐ More speed traps, stop panhandlers. Enforce the not texting while driving
- ☐ I think they do a great job
- ☐ Continue to grow involvement with neighbors
- ☐ Luckily I have had no problems knock on wood. I think they the police do a marvelous job
- ☐ Let them know when they are doing a good job

- ☐ Prevent crime before it happens. Make schools safer. Prevent child abductions
- ☐ More attention to speeders
- ☐ There are a lot of drugs in this town a lot of speeding, bullying at all the schools
- ☐ Keep up the good work. A good leader/chief is essential. Pray and know many of us pray for you. Stay in good respectful communication with private citizens so it encourages us to stand in communication with you
- ☐ Stop looking like storm troopers police depts. are beginning to look like military and not servants
- ☐ I don't know if this requires the LPD but drivers in Longmont have problems obeying the speed limit when posted. Better education or police presence. Drivers tend to drive too slow or too fast
- ☐ Not sure at this point. I think that they are doing a good job
- ☐ Keep up the good work
- ☐ Focus on the bigger things
- ☐ This to improve our city. Excessive speeding and aggressive driving is a major concern. I would like to see more resources especially peak times used for this. Main St. 9th Ave, 17th Ave, Ken Pratt. etc.
- ☐ More signs in neighborhoods about police presence. More police presence at city events
- ☐ Dore more dui checkpoints in multiple locations on the same night
- ☐ Visit schools both elem. And middle schools once or twice a year and talk to students about how to stay safe. Develop positive image with kids
- ☐ Put your money into items that help street officers do their job and not into mobile command posts that inflates the chiefs ego
- ☐ Some officers are nice and the others are not. Maybe the ones who aren't need to take a course in people skills
- ☐ Have the city make neighborhood meetings
- ☐ Bicycle patrol more often because I see drugs being sold by people on bicycles everywhere
- ☐ Be more helpful and friendly. Do something other than give tickets
- ☐ Lots of loud cars that rattle stuff off the wall in the house
- ☐ Increased visibility and all around transparency with problems within Longmont
- ☐ More monitoring of homeless, esp. at Collyer Park
- ☐ Patrol unsafe areas and work on getting rid of gang activity. Clean up Longmont get rid of seedy buildings.
- ☐ This survey seems environmentally unfriendly could have at least an on-line option.
- ☐ To have more officers
- ☐ They need to respond quicker to all calls not just violent ones
- ☐ I trust the police department and have faith in their decisions
- ☐ I haven't had any interaction with the Longmont police. I do hope they are basically respectful and polite though
- ☐ Walking a beat with a dog

- ☐ Would like to know officer on the police force
- ☐ When I called the police the officer seemed to want to help. Later found out that he was giving up service. Did not take my situation seriously even though at the moment I felt I was in danger. Officer was somewhat condescending.
- ☐ More traffic enforcement. No excuses
- ☐ Bike patrol, friendly in neighborhoods
- ☐ The department seems to be doing well
- ☐ Never really had contact with law enforcement so I really could not say. What I have seen they are very efficient and polite
- ☐ Overall very, very, helpful increase on foot or bicycle control of parks and areas around schools. Very good at response and domestic issues. Thank you
- ☐ Enforce vehicle noisy regulations. In past couple of years suspicious youths or young adults hanging around Kanemoto Park usually after noon-evening
- ☐ I am happy with what I know and trust the police dept.
- ☐ Show themselves as friendly and approachable
- ☐ Care self
- ☐ I am a believer in prevention and educating our young
- ☐ When called to report suspicious activity send out a cruiser don't argue whether or not it is suspicious
- ☐ Stop worrying about speeders and get druggers off the streets, be more visible,
- ☐ Don't know enough. One neighborhood disturbance a 2 person fight brought 8 police cars here for 30 min plus seems like overkill and a time waster
- ☐ I teach at a school and most children say that they are afraid of cops. They do not view them as someone there to help. Maybe more community, friendly faced police officers need to have a presence
- ☐ More involvement with our kids. Pre-teens and teens. I think it would help to build more trust and respect for the law and our community
- ☐ Show up when called not a phone call
- ☐ Detectives would not act as judge and jury but as an investigator. Stacey graham is an abomination
- ☐ More visibility in neighborhoods
- ☐ Keep up the good work
- ☐ Spend less time hiding to catch speeders and more neighborhood patrol
- ☐ Increase the resources for availability of police force to everyone and anytime
- ☐ Continue cracking down on illegal immigrants in this town and along with it the growing drug and gang problems. Keep patrolling neighborhoods. Thank you for all that you do. We so appreciate you
- ☐ Be visible
- ☐ Because I am fortunate enough to live and do business in safe areas I have little contact with police. However I hope that they would always show respect for me as a victim or even if / when I'm suspected of a crime



- ☐ Stand fast, you're doing a good job
- ☐ More foot patrols
- ☐ Visibility, use cheaper gas, you are doing great
- ☐ Not a recommendation just kudos for a well-run PD. There's good community outreach and you use non-lethal force on suspects that the Denver PD. would simply put in the morgue
- ☐ I would like to see more presence in and around elementary and middle schools when students are present in the am and pm. I would also like to see foot and or bike patrol on the greenways, parks and bike paths
- ☐ More visibility in streets
- ☐ We are relatively new to Longmont as we have been here 3 years. Our section of the city seems fine with police protection so not sure I can recommend improvements at this time
- ☐ Daily check on every neighborhood
- ☐ More visibility at late night in my neighborhood we are close to section 8 housing. We have now graffiti and car break ins
- ☐ Provide foot patrol on south main between 2nd and 9th and the parking lots, alleys behind the business there
- ☐ Officers patrolling on bikes at the city and community parks
- ☐ Take no crap! Hold people accountable and let them know we love Longmont and will not tolerate any form of gang activity, violence or vandalism. And also animal control in the clover basin area
- ☐ Concentrating on real crime and not petty offences e.g. speeding, drug possession...why should the police care what I put in my body...not theirs!!
- ☐ More patrol-safety comes with a price. Hire officers!!!!!!
- ☐ Frankly I need to learn more about crime in Longmont.
- ☐ Residential traffic speeds
- ☐ Continue doing a good job
- ☐ Again I haven't lived here long. But I think that an increased presence would be helpful
- ☐ Home subdivisions are abused as far as no stop sign adherence! Actually most anywhere
- ☐ I think your department is great. Our neighborhood used to have more home and car break-in's but they have decreased over the last decade. Please keep up the patrols it really helps. The places transients hang out is Collyer Park, main street and by the soup kitchen at 3rd and Collyer.
- ☐ I know that y'all are busy doing good but would love to feel more comfortable with police. Especially as a business owner. Would love to see police stopping by for even a moment just to check in. Say hi, invite questions whenever they arise definitely would increase the comfort level
- ☐ Take citizens seriously. We've had several car crashes on our street due to excessive speed. The latest was a hit and run which we caught on our home surveillance cameras. Our neighbors and my husband even tracked down the culprit and had evidence. The

police ignored our calls in fact told us to stop calling. You ignored a request from state police investigation. We have no faith in Longmont police. Don't see any reason to ever call them because they won't do anything anyway

- ☐ Continue to focus on gang and drug activity try to do more to address the issue of driving while texting. Quit using officers to target very minor infractions. Driving over 25 mph on downtown main street areas. Continue the SRO program excellent and pays positive dividends
- ☐ I don't know how to do this but think the dept. Could use more money to increase the amount of personnel, training etc. I believe in reduction of crime happens when small offences are caught at once so don't become large ones education- education- education
- ☐ The times where I feel least safe are when I am running on bikepaths etc. So I stick to ones right next to busy roads. Feel comfortable if I see paths frequented by people an am more likely to use them. Greater police visibility in these areas might help increase community use and therefore overall safety
- ☐ I feel unsafe at Walmart and whenever I go to any bank. My bank has been robbed before and so has my friends. I feel unsafe at the library and the Our Center because of transients. I feel unsafe at Walgreens and King Soopers. Pace and where ever I see people who look threatening, aggressive or in groups etc. Teenagers
- ☐ I think that Longmont needs a homeless shelter and a solution to the panhandling at Walmart and by other places like the Walgreens and library. An along major intersections. Police presence or security guards at places of commerce might discourage crimes of violence
- ☐ I believe some of the officers on the Longmont PD force could stand to use some training on people skills. For example, Ofc. Reese is an extremely rude confrontational and arrogant police officer. He could stand for some sensitivity training as to curb his overly hostile attitude towards the public he is supposed to serve and protect
- ☐ I've only been here for two years, so my experience with Longmont PD is limited. I've met or talked with about 4-5 Longmont LEO's. All have been courteous, well informed and helpful. No complaints.
- ☐ I've never seen the LPD under stress, although I did witness a confrontation with a neighbor in which the house was surrounded by and estimated 15-20 LEO's, some in camo garb, and the wrap dhs military vehicle that says "rescue" on the side. As far as I can determine the exercise was just that- an exercise, and there were no need to close the nearby school, use flash-bang grenades, close off the neighborhood, to issue a warrant for on old guy and a few teenagers. Complete overkill as near as I can observe. Stress on the neighborhood, no stress on the LPD. Which brings me to another point about community policing in general, and you can take from this what you like. It appears to me, after having lived in many places in America and in England, that American policing has gone foul. The "coppers" in England were all disarmed at the time and we never feared them, and they never feared us. The neighborhood cops I knew as a kid and looked up to with respect, are now not from my neighborhood, and they all ride

around in police cars. I don't know them. Police brutality has increased across our country. Warrantless searches and arrests are now commonplace. Police shut down whole cities (e.g., Boston) with the "able" assistance of the lawless feds. A well-armed police state tyranny is becoming the norm in America. The citizens are being disarmed (see recent co legislation, courtesy of the lawless socialist democrats) and the police are being given military weapons and training. So, because I am pretty well informed, I can see the country's money system being systematically destroyed by the banksters and our business climate decimated with lots of new regulations and rules. With approximately 2 million laws in existence, we can no longer argue that we are a free people. We're not. We don't own anything anymore. We are stopped and ticketed for victimless "crimes". We are told what foods to eat. We are sprayed by chemtrail crap that the environment and causes god knows what damage to all life forms. The CIA still runs its operations on its drug business. The international banksters still steal our wealth and get protected by the government sycophants. We still have a usurper in the white house and no one at the federal level does a single thing about the criminal behavior emanating from the white house. Which leads me to what I see as a crises in America. Public servants who work for the people no longer abide by their oath to defend and protect the federal constitution or the state constitution. Our system of law has broken down. Our courts are lawless. Our legislators simply impose whatever legislation on the people they feel like imposing, whether or not they are lawfully entitled do so or not. They just don't care. They are largely sociopaths. So, where does that leave the local police (that would be you)? Do the local police still abide by their oaths of office? Are Longmont LEO's oath keepers? Can I count on my local police for support when the shtf? Some years ago, I met a California highway patrolman and he described himself as "aaa with a gun" in his mind, he still served the people and helped where he could. Is this the mindset of LPD? I can't get Sheriff Joe Pelle to tell me he will abide by his oath of office and defend the people of Boulder County against lawless federal activity in Boulder County. Why won't he do that? How will Longmont PD act when confronted with federal agents demanding some unconstitutional action? Inquiring minds what to know. So, in general and to answer the original question 29, I want Longmont LEO's to abide by their oaths of office. I want to see LPD ignore enforcing victimless crimes-they are a waste of everyone's time and resources. I want to know that when bad things happen, LPD is there to help. I don't want to see any more federally inspired raids on my neighborhoods. The military crap has to stop. I want the LPD to open up the local gun range and offer training and assistance to the community. I want to see gun ownership supported by Longmont. I want a more integrated police with the community. No more camo gear, automatic rifles, and flash bangs. Walk the streets. Meet with us. Talk to us. Be part of us. Let us get to know you by name and personality. Get rid of the sociopaths on the force. We are not your enemy. In your defense, I'm pretty certain that many of these thoughts you already do, or are at least aware of. I'm not trying to take cheap shots at you, but I want you to know what I, joe sixpack, expect of you and what I want you to do. I want you to solve crimes that have already happened, stay away from the crime prevention business-that's what leads to police brutality problems. Leave us alone

unless we call for help, or it is obvious that we need your help. Treat us with respect- our tax dollars pay for your salaries. There is a youtube video entitled something like "why police fear shtf". It's pretty sobering. I don't want you guys to have to worry about that kind of stuff. I want us all to be on the same team if, and when the shtf. We are, after all, your neighbors. Aside from a wmd or and emp attack, we can survive anything if we are together. "the guy with the gun always has to be the most mature guy in the room". If that's you, I want you to act that way. I promise to do the same. Have a nice day, and thanks for all that you do to help the good people of Longmont.

- ☐ Just be very open to working with families and community workers and agencies. It takes everyone being on the same page to keep a community safe. I feel there is big disconnect between police and the Hispanic community. The whole town is pretty disrespected and afraid of "different"
- ☐ Code enforcement should enforce laws if someone complains about illegal parking of vehicles the owner shouldn't let off because no one complains about the same situation happening one street over. That happened and the code enforcement person then dropped the issue. Illegal is illegal and we didn't care about one street over
- ☐ Well I'm not from here and one thing I have noticed is everyone in this city and possibly whole state cannot drive at all. They are all idiots. I would suggest every jerk in this city take a real driving test so they will fail and be removed from the roads. More tickets may help
- ☐ Pretend you care even if you don't. Had some issues at 7-11 when I worked there before we had pay at pump or inside 1st still had drive-offs. I know some of the amounts were small and hardly worth nothing perhaps and nothing was likely to come of it. But it's hard to have faith in the police when they treat you like a nuisance.
- ☐ More officers staff so they may be allowed sufficient time to when they contact a person fairly evaluate if they are truly a risk or criminal at the time of their contact, if they are not then let it go and spend their time finding and arresting the people humans who really are a danger to the public this takes extra time but then does let the person who made a simple mistake go but stops hopefully the actual bad people
- ☐ Stop spending all day on Lashley trying to write speeding and drug possession tickets. Start helping people change flat tires and treating all people equally you know that whole protect and serve thing. That every cop forgets about the second they go on duty
- ☐ Keep doing what you're doing! LPD has a well-deserved reputation as an awesome reputation as a first rate organization I've lived all over the US and this is the best department I've encountered I used to work in le/public service, so I have some experience.
- ☐ Take every call from a citizen as real and important. Always remember that every neighborhood deserves protection regardless of income status. I live in a neighborhood that I believe the police/city regards as less important and /or deserving of protection and help. I think the people in my neighborhood do not matter to the city. It's shameful!
- ☐ Before I mailed your survey back, I wanted and felt it necessary to tell you something, your survey could not include. (by the way a place for additional comments could be a

great addition to your survey). I have lived in Longmont for 8 months; I am from boulder, so a Coloradoan. I truly feel that my move to Longmont has been a great decision. Upon moving to my new place, I met one of my neighbors who without hesitation offered me drugs, pointing to his apartment, he let me know I could come by anytime. I later find out this is what he tells everyone and he apparently was the local drug dealer. I have no tolerance for this, so without hesitation I called the Longmont police. I was directed to leave a message on the "hot line" which I did. I was under the belief that I would receive a call back and in fact requested it. When I didn't hear back from anyone having waited several weeks, I called again. The situation with the drug dealer had worsened and I wanted to know what was being done or could be done. I requested to speak to an officer and when I did, I was told it takes a lot of time and effort to catch drug dealers. Regardless of the fact that this particular dealer was not shy nor did he hide his activities. I understood this answer and knew nothing was going to happen-the police were not going to help. I have been told that my neighborhood is the "bad" part of Longmont, and to this I disagree. The neighborhood is fine; it has its troubles as any neighborhood can have. What is different about this area is that it has been disregarded-it doesn't matter to the city of Longmont and that includes the actions or lack of actions by the police. It's quite sad in my opinion. This neighborhood is good and has a few not-so good residents, but because the police have decided not to care, these few are allowed to do as they please. It is a shame that my information regarding a serious and ongoing crime was "filed" all of these reports should be taken seriously regardless of neighborhood. I hope that you will take my letter to heart, I truly like living here and would love to see better response from concerned citizens no matter which part of town they are calling from. Thank you for reading and I hope this helps! (This respondent is open to further conversation, see Dr. Flesher for contact information).

- ☐ I live two blocks from sunset high school. Please use the mobile speed detectors. Flashing speeding cars mph. On streets like Sumner, if available. Occasional have an officer cite student mom drivers speeders, I am concerned about the many apparently under-age smokers around Loomiller Park
- ☐ Support the police in their pursuit of safety/security. Enforce existing laws to the limits to educate citizens. Increase fines to emphasize accountability running stop lights 1,000.00 increase police force. Meet your police dept. Similar to meeting w/ council members
- ☐ I haven't seen anything in this survey about undocumented aliens in our city. Much of our gang activity and drug problems stem from this but little appears to be done about it. I am beginning to think Longmont may be a sanctuary city. In a nutshell. Finally a crackdown on illegal immigrants! It is a security issue.
- ☐ Take domestic violence more seriously and not be so easily made to think "they did this and she is ...help someone who had let someone borrow something for their child. I was sick then they flat out refuse to let them get it back. Help them seriously get it back, court takes way too long! Go inside with the owner of what was loaned!
- ☐ Traffic enforcement. We have only lived here 8 months and I have no experience with other crime or the PD personally, but on an alarmingly frequent basis I witness speeding, running red lights (multiple) cars running at once with no regard to the red, turns

particularly and distracted (cell phone use/texting, wearing head phones while driving, etc. And rarely see police enforcement regarding traffic concerns

- ☐ Less money being spent on high tech toys and cars. More time spent around the local bars to catch drunk drivers and drug use. Increase patrol at night in problem neighborhoods. Increase spending in youth prevention and counseling services not repeat offender management and counseling services
- ☐ I would say more officers have a negative attitude. I would like to see more sensitivity to the citizens of Longmont. Also unlawful parking on side streets or sidewalks. I have seen more officers on sidewalks than ever before. This is unsafe for passing citizens.
- ☐ Even though I did not mark it earlier in the survey being out in the public eye is good and educate people to what to do in certain situations. Make local phone numbers very public, so that people have it available for situations that are not serious enough to call 911
- ☐ I would like to see the police visit my children's school and all schools in the district. The police are the good guys and the more presence and education they can impart on the next generation the better, kids will turn to the police if they feel comfortable and safe in their presence
- ☐ Just a note I believe the CFMH project was instrumental in lowering crime rates in Longmont. By depriving criminals from housing our relatively small membership was able thru police leadership to make an impact on criminal behavior and make some of them move away. The whole city benefited! Hooray for the law abiding!!
- ☐ More presence in some of the shady areas of Longmont. I hate to see 3 or more police officers at what appears to be a traffic stop just to assist. Then pull into the parking lot of 7-11 on 17th and see multiple drug transactions happening. We have areas in Longmont that you just don't go to at night and that's an issue of concern
- ☐ I am not very familiar with work of the police in Longmont I don't read the paper however I appreciate that I live in a place concerned enough to send out this survey. Overall I feel a sense of safety because I often see police around all parts of town. May I never have to call them but if I do I feel confident they will respond appropriately
- ☐ More patrols in neighborhoods more of a police presence. More communication with residents. Better response times. More traffic control in residential neighborhoods. Especially on 21st Ave between Francis and Main. A lot of people racing down the road. Does not feel safe. There is a house down the street from my house where you can smell pot and there is always people coming and going.
- ☐ Enforce immigration laws. Since Arizona started asking for proof of citizenship Longmont has been flooded with illegals. Don't like the changes don't feel as safe. I've been fired at bottle rocket. Had my car kicked, trespassed upon, noise and dark tinted windows
- ☐ I'm pleased with the service the police provide. That said I've lived in Longmont most of my life and am sad that we seem to have so much crime here. Frequently Longmont is named on the nightly news for some crime. It's becoming embarrassing to say that I live here. We have considered moving because of this. I work in Louisville and co-workers refer to Longmont as "Longtucky"

- To do their job. At rush hour, people drive faster than the speed limit or turn on red on streets like Hoover and 9th Ave. 119 and Main and Ken Pratt. Also to do their job when people report a problem 2 years ago I reported identity theft and they never contacted me about it. Seen cops at parking lots just talking. Tell us they are not doing their job. Also need to be more friendly
- LPD has officers assigned to areas for patrol I have talked to Mike Nelson numerous times 2-3 times year just to say hello and to mention potential problems in our area. Is Mike still in our area I have not seen him lately send flyer to residents on who their area officer is and how to contact them
- Having a more thorough comprehension of the complexities of mental illness as this is where crime is born in individuals. We need to understand and have resources where people suffering from a mental illness can go to the help they need. I believe this is the only way to reduce crime.
- Tickets/ arrest more people for animal cruelty. More investigation. Create a hotline to report animal cruelty/child abuse all neighborhoods should have watch programs. More education on how to care for animals. I see horrible things in Longmont all the time
- Court house accessibility is very limited. Staff/guard officer at the door could be more helpful and friendlier. More speed traps on common roads. Nelson, sunset. Where speed limit changes can be eliminated. Traffic enforcement could be directed to areas of greater public safety.
- To enforce all the laws. My ex-husband is ordered not to trespass or approach. When he comes on my property and I call the police they do nothing. If I were to go to the policeman's home and go on his property repeatedly even often ordered not to, I would be arrested. Why is my ex allowed to trespass and harass me?

**LONGMONT POLICE**

**YOUTH SURVEY**

**2013**



## **SURVEY RESULTS YOUTH RESPONSES**

### **INTRODUCTION**

The Longmont Police has worked diligently to include the perspective of Longmont's youth in a number of police operations and missions. Specifically, local youth are invited to participate in developing the Agency's long-range Strategic Plan. They are asked to sit on the oral board committee that helps to select police officer applicants. They may complete the application and training requirements to function as police Explorers or as student police interns. Most semesters, the School Resource Officers sponsor a Student Police Academy curriculum in the high schools. As part of the Strategic Plan, officers are encouraged to interact with youth in a non-enforcement context, and many take on coaching and mentoring responsibilities outside their normal workday.

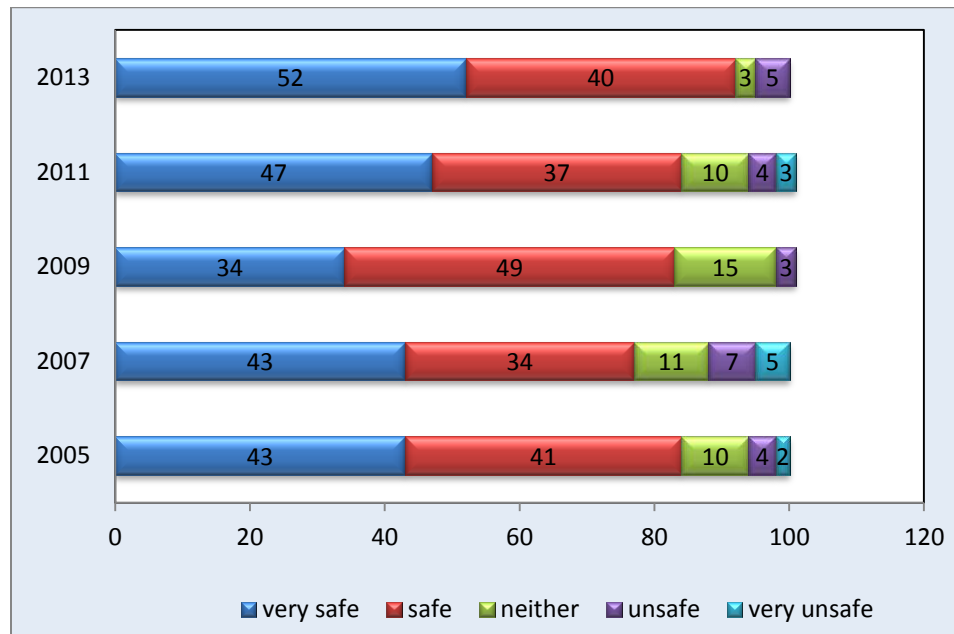
As a portion of the full community survey, residents were asked to have their middle or high school aged child complete a separate section of the survey that refers only to the youth's perspective and experiences. Of the 844 resident surveys returned, 111 youth surveys were completed. Upon closer inspection, several interviews were removed because they were clearly completed by adults, not youth (ages ranged from 27 to 66 years). The age cut off for retaining the survey was 19 years; surveys that did not include an age were also retained. The final sample size was 104.

## Youth Perception of Safety

### Safety at School

The surveyed youth were asked to indicate how safe they feel at school. Approximately 92 percent of Longmont youth feel safe at school, while 5 percent feel unsafe (none report feeling “very unsafe”).

Longmont Youth Sense of Safety at School, 2005 through 2013  
Longmont Police-Youth Survey



### Gangs at School & in Longmont

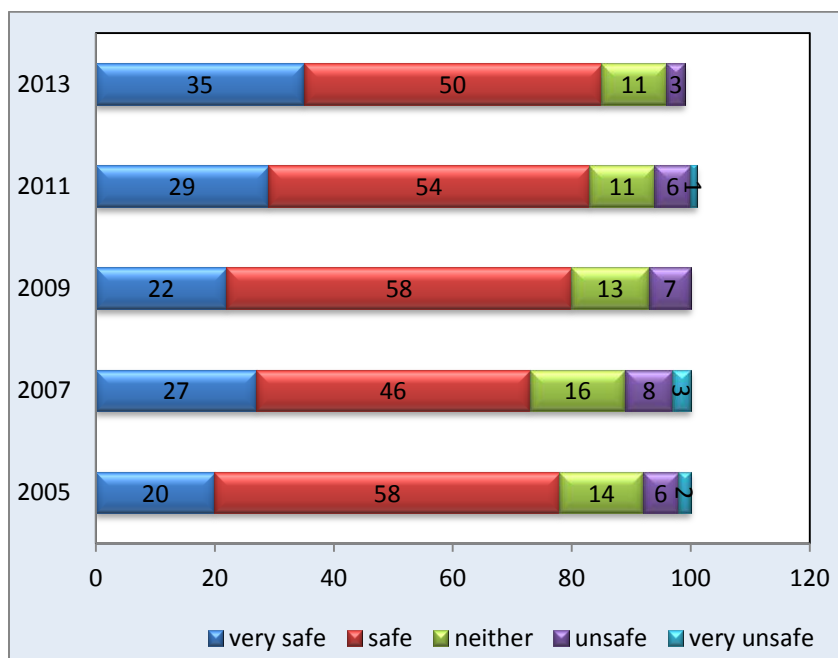
A new question was asked in the 2013 survey regarding the impact gangs have on youth in Longmont. Gangs appear to be a much larger concern for youth in the city, at large, than in the schools. Nearly one-third of the youth respondents believe that gangs are a moderate to major concern in the city while 1/5 believe that problem also exists in the school.

	<i><b>At School</b></i>	<i><b>In Longmont</b></i>
<i><b>No problem</b></i>	<b>52%</b>	<b>25%</b>
<i><b>Minor problem</b></i>	<b>26%</b>	<b>40%</b>
<i><b>Moderate problem</b></i>	<b>16%</b>	<b>25%</b>
<i><b>Major problem</b></i>	<b>6%</b>	<b>10%</b>
<i><b>Total</b></i>	<b>100%</b>	<b>100%</b>

## Safety in Longmont

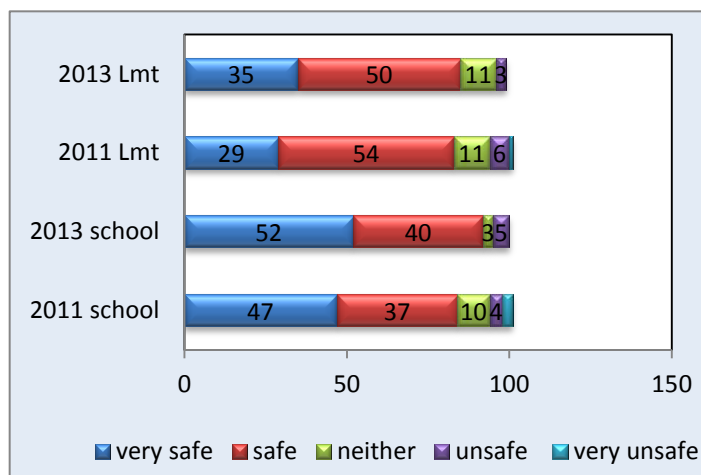
Youth were also asked their feelings of safety while in Longmont. Again, the sense of safety has increased steadily since 2009, with a larger percent feeling “very safe” (increasing 6 percentage points since 2011). No youth reported feeling “very unsafe.”

Longmont Youth Sense of Safety in Longmont, 2005 through 2013  
Longmont Police-Youth Survey



Among youth, the sense of safety has improved both at school and in the community. In general at least 85 percent of Longmont youth feel safe, with a significantly greater sense of safety in the schools (those indicating that they felt “very safe” ).

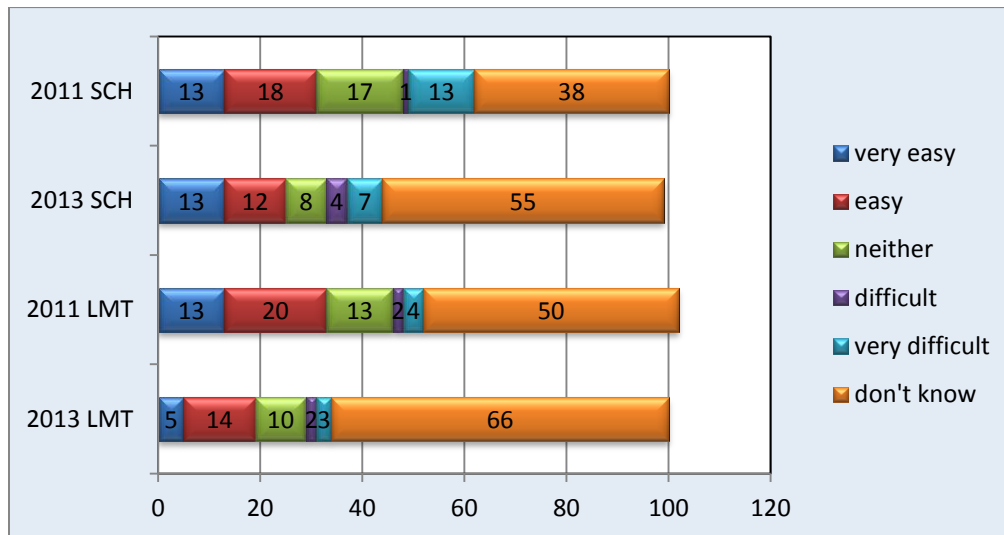
Comparing Youth’s Rating of Safety at School and in Longmont, 2011 & 2013  
Longmont Police-Youth Survey



## Access to Drugs & Alcohol

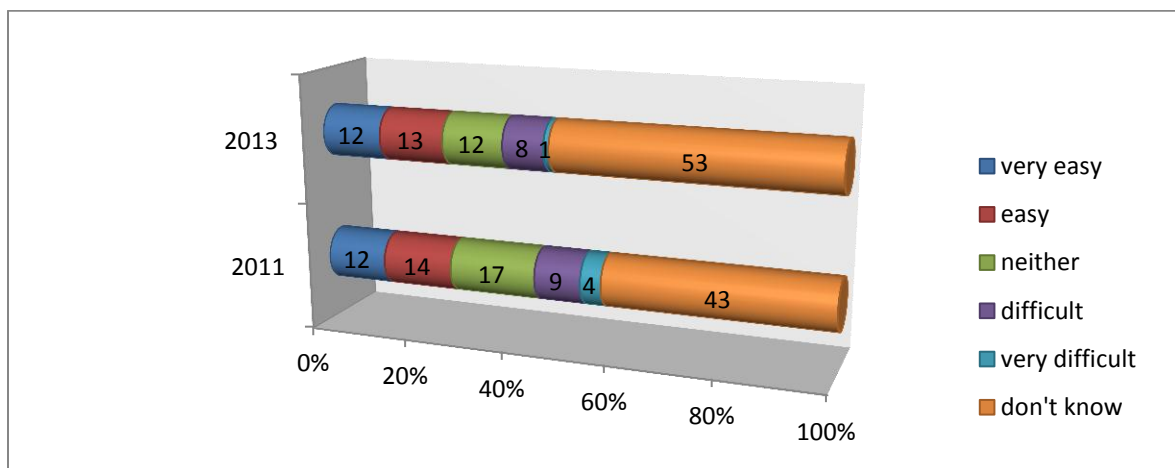
Access to drugs is both a national and local concern. The police asked youth how easy it is to get drugs either at school or in the City of Longmont. In 2013, there is a notable decrease in how easy students can obtain drugs (drop from 33 to 19 percent in the city and 31 to 25 percent at school). Overall however, it should be noted that in 2013, it is easier for youth to obtain drugs at school while less so in the community.

Access to Drugs at School and City-Wide, Comparing the 2011 & 2013  
Longmont Police-Youth Survey



A new question was added in 2009 to ask youth about the ease of accessing alcohol. In 2009, nearly 40 percent indicated that obtaining alcohol was easy. In 2011, this dropped significantly to 26 percent without much change in 2013.

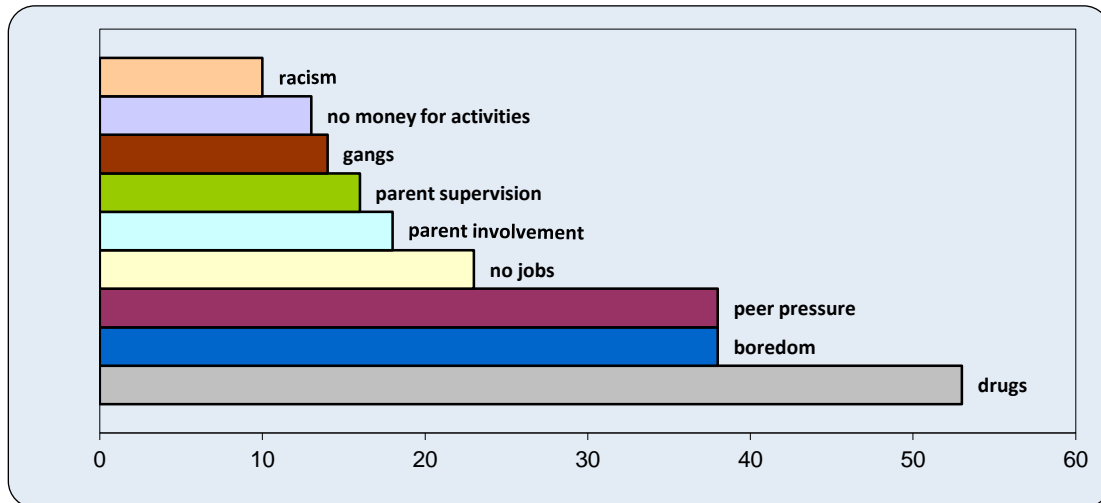
Access to Alcohol, 2011 & 2013  
Longmont Police-Youth Survey



## Problems Affecting Youth In Longmont

The respondents were asked to identify the three most serious problems currently affecting youth in Longmont. Since 1999, substance abuse, boredom, and peer pressure have risen to the top. Fear of gang activity and violence has lessened, but concern over racism has increased. To underscore an important point, over the years youth have consistently noted a significant lack of parental presence, supervision, and involvement in their lives.

The Most Serious Problems Currently Affecting Longmont Youth, 2013  
Longmont Police-Youth Survey



Most Serious Problems Currently Affecting Longmont Youth  
Comparing 1999 - 2011  
Longmont Police-Youth Survey

PROBLEM	1999	2001	2003	2005	2007	2009	2011	2013
Drugs/ Alcohol	37%	33%	58%	57%	64%	57%	52%	<b>53%</b>
Boredom	50%	41%	31%	38%	27%	36%	36%	<b>38%</b>
Peer pressure	29%	30%	32%	36%	32%	34%	38%	<b>38%</b>
Not enough jobs	9%	7%	28%	13%	7%	25%	33%	<b>23%</b>
Lack of parental involvement	n/a	21%	14%	18%	22%	14%	16%	<b>18%</b>
Truancy / Dropping out	28%	27%	9%	5%	9%	13%	12%	<b>17%</b>
Parent's poor supervision	16%	18%	15%	18%	16%	17%	14%	<b>16%</b>
Gang activity	n/a	30%	23%	29%	50%	30%	20%	<b>14%</b>
Can't afford activities	10%	7%	12%	11%	7%	14%	10%	<b>13%</b>
Racism / prejudice	10%	12%	9%	10%	19%	11%	5%	<b>10%</b>
Violence	16%	18%	16%	15%	12%	13%	11%	<b>9%</b>
Teen pregnancy	6%	19%	13%	13%	12%	10%	17%	<b>7%</b>
Teachers / Schools don't care	10%	16%	8%	9%	6%	6%	10%	<b>7%</b>
No youth activities	14%	14%	10%	15%	12%	10%	10%	<b>4%</b>
No adult to trust or talk to	9%	6%	9%	3%	8%	3%	5%	<b>3%</b>
Not feeling safe	4%	6%	7%	6%	3%	4%	3%	<b>3%</b>
Police harassment	6%	10%	5%	1%	4%	4%	3%	<b>2%</b>
Running away	1%	3%	2%	1%	2%	2%	2%	<b>2%</b>

## Self-Reported Victimization

Youth respondents were asked to identify whether they or a sibling (under the age of 18 and living in the same household) had been victimized by any of the eight listed crimes. For the past ten years, youth have reported that they are most often victimized by intimidation, assault, and theft.

Youth Self-Reported Victimization, by Longmont Household, in the Prior 12 Months  
Longmont Police-Youth Survey, 2005 through 2013\*

VICTIMIZATION	2005	2007	2009	2011	2013
Struck or hit by non-family	18%	19%	15%	15%	10%
Intimidated or Threatened	28%	18%	20%	9%	9%
Theft	15%	13%	20%	9%	8%
Vandalism	13%	11%	10%	4%	7%
Partner violence	0	0	0	0	4%
Car broken in to	16%	4%	5%	5%	2%
Unwanted sexual contact	4%	0	2%	0	2%
Car stolen	1%	0	2%	0	0

\* Percentages do not equal 100% because respondents were allowed to provide more than one answer. Used full percent.

## Running Away From Home

The problem of youth running away from home is not unique to Longmont. When parents or guardians report a child as a “runaway,” the only explanation provided is usually from the perspective of the adult making the report. The Youth Survey attempts to learn directly from youth why they or their peers are running away from home. For the last several years, youth cited excessive fighting with parents and rules being too strict as the reasons for running away. With the 2013, data, we should also consider the rise in school failure as drivers of the issue.

Reasons Why Youth Run Away From Home  
Longmont Police-Youth Survey, 2005 through 2013

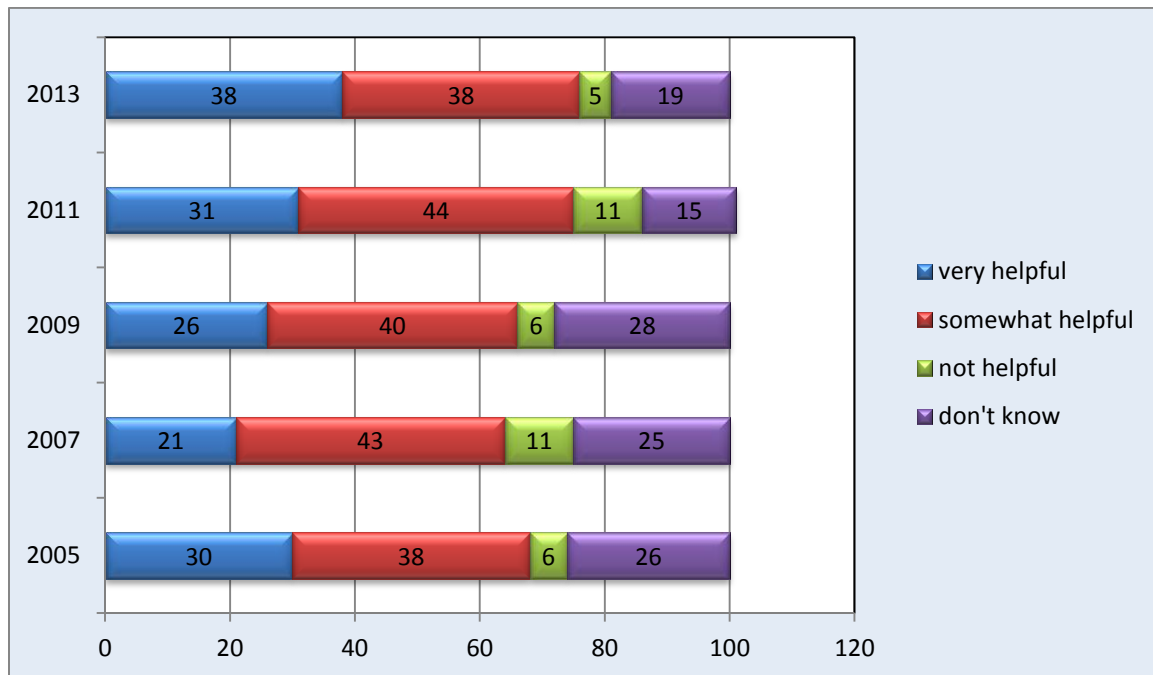
Reason Why Youth Ran Away	2005	2007	2009	2011	2013
Frequent fighting with parents	18%	16%	20%	18%	12%
Rules at home too strict	7%	10%	14%	6%	7%
Failing at school	4%	7%	5%	4%	6%
Depression	9%	9%	10%	6%	5%
Fear of punishment	6%	6%	9%	4%	4%
Peer pressure	5%	4%	8%	5%	3%
Want excitement	2%	4%	6%	4%	2%
Physical/sexual abuse at home	4%	4%	2%	2%	1%
To support a friend	0	2%	1%	2%	0
Unknown why	11%	11%	14%	10%	7%

\*Percent will not total 100% because respondents were allowed more than one answer. Used full percent.

## Contact with Longmont Police Officers

Youth respondents were asked two questions regarding their contact with police. First, youth were asked how beneficial it has been having police officers assigned to the schools (i.e., School Resource Officers or SRO's). In 2013, 76 percent of the respondents believed the SRO's have been helpful. Those who believed they were "unhelpful" dropped from 11 to 5 percent. The biggest positive jump occurred in 2011, and that trend has been maintained.

Percent of Youth Respondents that Believe Officers in the School are Helpful  
Longmont Police-Youth Survey, 2005 through 2013



Respondents were also asked how well they believe the police treat people who are under the age of 18. Fifty-nine percent believe the police treat them well. Twelve percent believed police treat youth poorly. However, when asked to give an example, most cited a positive rather than a negative experience.

Evaluating How Well Longmont Police Treat Youth, 18 Years of Age & Younger  
Longmont Police-Youth Survey, 2005 through 2013

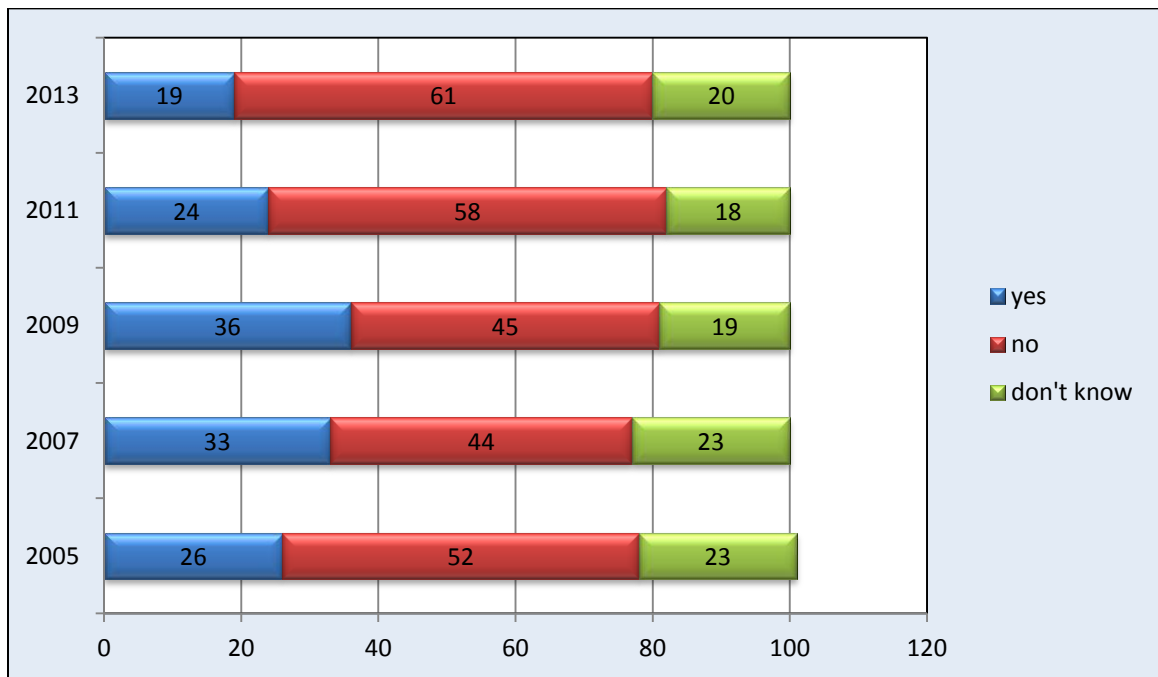
	2005	2007	2009	2011	2013
Treat Very Well	19%	21%	11%	20%	14%
Treat Well	38%	30%	39%	39%	45%
Neither well nor poorly	28%	33%	35%	28%	30%
Treat Poorly	12%	13%	10%	9%	11%
Treat Very Poorly	3%	4%	5%	4%	1%



## After-School Activities

Youth were asked to report if any of their friends had committed a crime in the afternoon hours, after school is dismissed. This is a time when youth are only minimally supervised; they have finished their school day and have free time until they are expected home for dinner. The height for this activity occurred in 2009 and it has consistently dropped in the following years.

Know Friends who have Committed Crimes in the Afternoon, After School  
Comparing the Longmont Police-Youth Survey, 2005 through 2013



Youth respondents were asked to provide the most common single activity that they do during their free time between the hours that school is dismissed and the time they eat dinner. About one-third of the youth indicated that they do their homework after school. Slightly fewer (27%) watch television or play video games. Overall, involvement in athletics appears to have dropped, especially those associated with the school. Youth assigned chores after school has dropped by half.

After School Activities among Longmont Youth  
Longmont Police-Youth Survey, 2007 through 2013

Activity	2007	2009	2011	2013
<b>Homework</b>	37%	43%	32%	<b>35%</b>
<b>Watch TV/ video games</b>	33%	28%	43%	<b>27%</b>
<b>School athletics</b>	11%	23%	26%	<b>10%</b>
<b>Non-school athletics</b>	11%	11%	12%	<b>10%</b>
<b>Cruise</b>	5%	5%	7%	<b>8%</b>
<b>Chores</b>	12%	12%	14%	<b>6%</b>
<b>Visit friend; parent at home</b>	14%	10%	10%	<b>4%</b>
<b>Babysit</b>	4%	5%	5%	<b>3%</b>
<b>Recreation/Youth Center</b>	3%	3%	4%	<b>2%</b>
<b>Work</b>	13%	4%	2%	<b>2%</b>
<b>Go to Mall</b>	1%	1%	2%	<b>2%</b>
<b>Visit friend; parent gone</b>	<b>6%</b>	<b>7%</b>	<b>3%</b>	<b>1%</b>

## Program Awareness & Participation

With the exception of the student police academy, most police sponsored youth programs remain unknown. While personal familiarity seems minimal, most youth believe such programs are worthwhile. Though the largest percent of respondents know of the student police academy, Project Alert is the program that appears to reach the largest number of students.

Program Awareness & Participation, 2011- 2013  
Longmont Police-Youth Survey

PROGRAM	HEARD OF THE PROGRAM		PARTICIPATED IN THE PROGRAM		BELIEVE PROGRAM WORTHWHILE	
	2011	2013	2011	2013	2011	2013
	yes	yes	yes	yes	yes	yes
<b>Police Explorers</b>	13%	10%	0	1%	54%	51%
<b>Project Alert</b>	20%	11%	18%	9%	67%	57%
<b>R.A.D.</b>	16%	5%	3%	3%	46%	42%
<b>Student Police Acad.</b>	41%	47%	10%	8%	70%	79%

Numbers reflect "valid percent" (percent is based on those who answered this question)

## Youth Demographics & Methods for Weighting the Data

The youth demographics are presented below. The youth were only asked to provide their age and their gender. Their race was assumed based on the adult in the household that provided their race in the main portion of the survey. Some weighting was required since the sample demographics did not accurately represent Longmont's youth population numbers.

Demographic Breakdown of Youth Respondents  
2013 Longmont Police-Youth Survey

Demographic Variable		Unweighted sample	Population*	Weighted Sample
Race	White	80.9%	73.5%	73%
	Hispanic	13.6%	20.7%	21%
	Other	5.5%	5.8%	6%
Gender	Female	48.5%	51%	48%
	Male	51.5%	49%	52%

\*Sources: ([U.S. Census 2010](#) & [American Factfinder 2005-2007](#))

## **APPENDIX 4**

# **FULL SET OF YOUTH SURVEY RESPONSES**

**Results are indicated in percents**

**1. How safe do you feel at school? (n=98)**

51 (52.1)	39 (39.7)	3 (2.7)	5 (5.4)	0
very safe	somewhat safe	neither	somewhat unsafe	very unsafe

**2. How safe do you feel in Longmont? (n=104)**

36 (34.7)	52 (50.5)	12 (11.3)	4 (3.4)	0
very safe	somewhat safe	neither	somewhat unsafe	very unsafe

**3. How easy is it to get drugs at school? (n=101)**

13 (13.4)	13 (12.5)	8 (8.2)	4(3.6)	7 (7.2)	56(55.3)
very easy	easy	neither	difficult	very difficult	don't know

**4. How easy is to get drugs in Longmont? (n=104)**

5(5.2)	15(14.0)	11 (10.4)	2(1.8)	3(2.7)	68(65.9)
very easy	easy	neither	difficult	very difficult	don't know

**5. How easy is it to get alcohol in Longmont? (n=103)**

13(12.3)	16(13.2)	13 (12.3)	8(7.8)	1(1.0)	55 (53.4)
very easy	easy	neither	difficult	very difficult	don't know

**6. How much of a problem are gangs in school? (100)**

52(52.1)	25(25.5)	16(16.1)	6(6.4)
none	minor	moderate	major

**7. How much of a problem are gangs in Longmont? (101)**

25(25.0)	41(40.1)	25(25.0)	10(9.8)
none	minor	moderate	major

**8. Do you know any teenagers who have run away from home in the last year? If so, why did they run away? (n=102) (used full percent)**

Reason Why Youth Ran Away	Number	Percent
Frequent fighting with parents	13	12.2%
Rules at home too strict	7	7.0%
Depression	5	5.2%
Fear of punishment	4	4.3%
Peer pressure	3	2.6%
Want excitement	2	1.7%
Failing at school	6	6.2%
Physical/sexual abuse @home	1	1.0%
To support a friend	0	0
Unknown why	7	7.2%

**9. Do you have any friends that you know have committed a crime (such as theft, vandalism, or assault) in the afternoon after school? (n=101)**

19 (18.6)	61(60.9)	21(20.5)
Yes	No	Unsure

**10. How beneficial and/or productive has it been having police officers assigned to work in the schools? (n=101)**

38(37.6)	39(38.4)	5(5.3)	19 (18.6)
very helpful	somewhat helpful	not at all helpful	don't know

**11. How well or poorly do you believe the police treat people age 18 and younger? (n=100)**

14(13.7)	45(44.9)	30(29.6)	11(11.0)	1 (0.9)
very well	well	neither	poorly	very poorly

**12. In the last 12 months, have any of the following things happened to you, or a brother or sister who lives in your household, age 18 or younger,? (Please check all that apply). (n=103) Used full percent**

VICTIMIZATION	NUMBER	PERCENT
Struck or hit by non-family	10	9.5%
Intimidated or Threatened	9	8.8%
Theft	8	7.9%
Car broken in to	2	1.8%
Vandalism	7	7.1%
Unwanted sexual contact	2	1.7%
Car stolen	0	0%
Partner violence	4	3.5%

**13. What do you think are the THREE most significant problems currently affecting youth in Longmont?(Please check only three). (n=104) (used valid percent)**

PROBLEM	NUMBER	PERCENT
Drugs/ Alcohol	55	53.0%
Boredom	39	38.1%
Peer pressure	39	37.5%
Gang activity	14	13.9%
Not enough jobs	24	23.0%
Parent's poor supervision	16	15.7%
Can't afford activities	13	13.0%
Lack of parental involvement	19	18.5%
Violence	9	8.6%
Racism / prejudice	11	10.4%
No youth activities	5	4.4%
Teen pregnancy	7	6.9%
Truancy / Dropping out	18	17.4%
Teachers / Schools don't care	7	6.9%
Not feeling safe	4	3.4%
Police harassment	2	1.7%
No adult to trust or talk to	4	3.4%
Running away	2	1.8%

14. After school, and before dinner time, what do you usually do with your free time?  
(n=104)(Check only one).

ACTIVITY	NUMBER	PERCENT
Homework	36	35.1%
Watch TV/ video games	28	26.9%
School athletics	11	10.4%
Chores	6	6.2%
Non-school athletics	10	9.5%
Visit friend; parent at home	4	4.3%
Visit friend; parent gone	1	0.9%
Cruise	8	7.8%
Babysit	3	2.6%
Work	2	1.7%
Recreation/Youth Center	2	1.8%
Go to Mall	2	1.8%

15. The following police programs target school-aged youth. Please indicate if you are familiar with, or have every participated in any of these programs. (n varies for every answer)

	HAVE YOU EVERY HEARD OF THE PROGRAM	HAVE YOU PARTICIPATED IN THE PROGRAM?	BELIEVE PROGRAM IS WORTHWHILE?
	Yes	Yes	Yes
Police Explorers	8 (10.1)	1 (1.4)	21 (51.1)
Project Alert	9 (11.4)	6 (9.1)	23 (57.0)
R.A.D.	4 (5.5)	2 (2.6)	16 (41.9)
Student Police Academy	39 (47.2)	5 (7.5)	41 (79.0)

Demographic Variable		Number	Percent
<b>Race</b> <b>N=130</b>	White	76	73.0%
	Hispanic	22	1.2%
	Other	6	5.8nm%
<b>Gender</b> <b>N=91</b>	Female	43	47.6%
	Male	48	52.4%
<b>Age</b> <b>N=88</b>	11-12 years	16	17.3%
	13-14 years	30	34.8%
	15-16 years	20	22.4%
	17-19 years	23	25.5%



**LONGMONT POLICE**

**BUSINESS SURVEY**

**2013**

## EXECUTIVE SUMMARY

### Methods

- The Longmont Police Business Survey was administered by mail to a random sample of 700 business owners and managers in Longmont, Colorado on May 8 and again, on May 17, 2013. The postcard advising business representatives that the surveys would be coming were mailed on April 29, 2013. Sixty-two addresses were not reached (due to vacancies, insufficient address, etc.) leaving a sample size of 638. Survey returns totaled 248 for a response rate of 39 percent. The sample proportion is within  $\pm .02$  of the population proportion with a 95 percent level of confidence.

### Perceptions of Community Safety

#### **General Concerns**

- In 2013, 21 percent of businesspersons rated the amount of crime in Longmont as high or somewhat high. Forty-eight percent of the respondents did not consider the crime rate in Longmont as either high or low while 30 percent rated crime as low.
- The number of Longmont business owners that felt their employees were safe increased to 89 percent.
- For those businesses that remain open after 10:00 P.M. 63 percent believe their employees are safe at work after 10 PM. while 16 percent believe their employees are unsafe. Sense of safety has increased from the previous survey. For those respondents who indicated some lack of safety, it was primarily due to transients and intoxicated individuals loitering in the area.

### Crime Related Issues Impacting the Business Community

#### **Problems in the area**

- Business owners and managers report that drunkenness, loitering adults, vandalism, noise, and graffiti are some of the more significant problems that they confront.

#### **Victimization**

- Business owners and managers were asked to identify the amount of victimization their business experienced during the previous twelve months. The survey inquired about thirteen different crimes a business might experience inside or outside the store. Businesses were most victimized by vandalism (28 percent), disorderly conduct (16 percent), auto break-in (12 percent), graffiti (12 percent), theft (9 percent), and shoplifting (10 percent). Serious crimes at Longmont businesses are rare occurrences. Three percent or less of Longmont businesses report that any assault, sexual assault, robbery, or auto theft occurred at their business during the past year. For nearly all crimes categories, victimization was reduced; for the remainder it remained the same.

### The Use of Longmont Police Services

- About 31 percent of the businesses that experienced a targeted crime in the last twelve months reported the event to the Longmont Police. The most common reason for non-reporting was the belief that the police couldn't do anything about it (10%) or that the crime was too minor in nature to call for police intervention (5%).

- About 59 percent of all business respondents had some contact with the Longmont Police during the last year. Most often, a respondent had been in contact with the police to report a problem (24%), to report their victimization (15%), or because an officer was investigating a crime (10%).

### **Quality of Service Delivery**

- Longmont Police staff members were rated on the following characteristics: Knowledge; Helpfulness; Level of Interest; Courtesy; and Fairness. For each category, at least 77 percent of the respondents rated staff members as good or very good. As an overall impression, approximately 84 percent of the respondents rated the employee as good or very good. In the text of the report, these numbers were converted to a 100-point scale, with those scores ranging from 78 to 83.
- Respondents were asked to rate the police on 14 separate areas of service, ranging from neighborhood problem solving to arresting criminals. The percent of businesspersons that rated services as very good or good were highest for high visibility patrol, traffic enforcement, response time, crime prevention, and arresting criminals.
- The lowest ratings were given for public presentations, drug enforcement, working together for safety, reducing disorder, and control of gang activity.
- About 78 percent of the respondents rated their overall satisfaction with the police as very satisfied or somewhat satisfied while 4 percent were somewhat dissatisfied or very dissatisfied”.

### **Importance of Various Services to Longmont**

- Respondents believe that the most important services police provide are (in order) arresting criminals, control of gang activity, response time, investigation of crimes, and control of juvenile crime. The services believed to be less critical (in relative terms) include public presentations, showing the community how to work together for safety, reducing disorder, traffic enforcement, and solving area problems.

## SURVEY BACKGROUND AND METHODS

### Survey Background

In 1999, the Longmont Police conducted a baseline business survey to obtain feedback from local businesspersons about police delivery of service. Survey results are used to evaluate the delivery and prioritization of services. The survey is designed to focus on five prominent areas:

- ☐ **Perception:** How does the business community perceive the police?
- ☐ **Satisfaction:** How satisfied is the business community with the current quality of service?
- ☐ **Priority:** How does the business community prioritize available police services?
- ☐ **Victimization:** How often has the business been victimized in the past year (including loss or damage to the business or loss or injury to patrons or employees)?
- ☐ **Participation:** Does the business follow recommended crime prevention strategies?

With some small exceptions, the content of the survey has remained unchanged. The same survey will be administered every two years so any change over time can be measured.

### Methods

The survey was administered by a mail questionnaire to a random sample of 700 Longmont businesses that held a business license in the City of Longmont as of early 2013. Business licenses are required for anyone that conducts business in Longmont, whether the business is based locally or remotely. However, for purposes of this survey, the sampling process eliminated any business that was not located within the City of Longmont. Included in the sample were home businesses, storefront retail operations, manufacturing plants, franchises, etc.

The postcard advising business representatives that the surveys would be coming were mailed on April 29, 2013. The survey instrument was mailed twice, on May 8 and May 17, 2013. Respondents were asked to ignore the second mailing if they had already responded to the first.

Sixty-two addresses were not reached (due to vacancies, insufficient address, etc.) leaving a sample size of 638. Survey returns totaled 248 for a response rate of 39 percent. The sample proportion is within  $\pm .062$  of the population proportion with a 95 percent level of confidence. Additional survey methodology can be found in Appendix 5. The instrument showing the survey responses is provided in Appendix 6.

### Understanding the Results

A number of questions asked respondents to provide an answer based on a five-point scale, with one representing the best rating and five the worst. However, since some of the rating schemes differed from one another, one way to provide a common reference point for comparison is to convert the percentages into a common scale where zero is the worst possible rating and 100 is the top rating. If all respondents reported that a certain service was very good, then the result would be 100 on a 0 to 100 scale. An average rating that fell directly in the middle would receive a score of 50 (neither good nor bad).

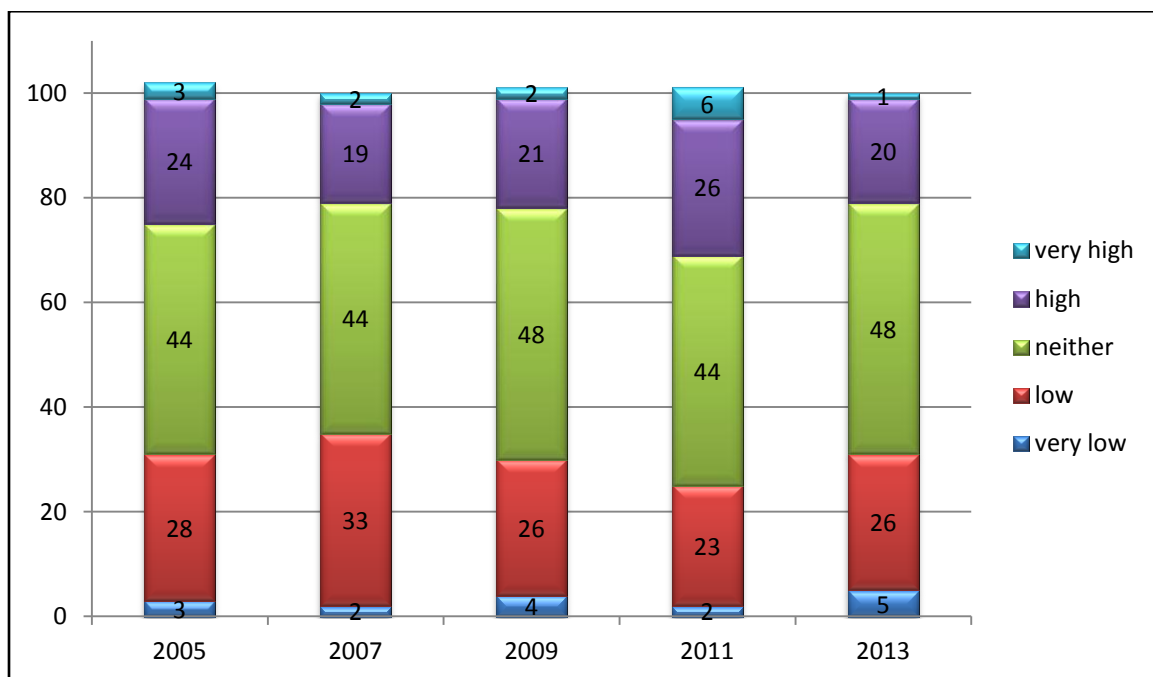
## SURVEY FINDINGS

### Perception of Safety

#### Crime in Longmont

Businesspersons were asked to rate the amount of crime in Longmont. In all years, about 44-48 percent of the respondents believed that crime in Longmont was neither high nor low. In 2013, there was a 3 percent drop in businessperson who believed crime in Longmont was high; 21 percent of businesspersons rate crime as high or very high, while 31 percent rate crime as low, or very low. The perception of crime has continued to decline since 2007.

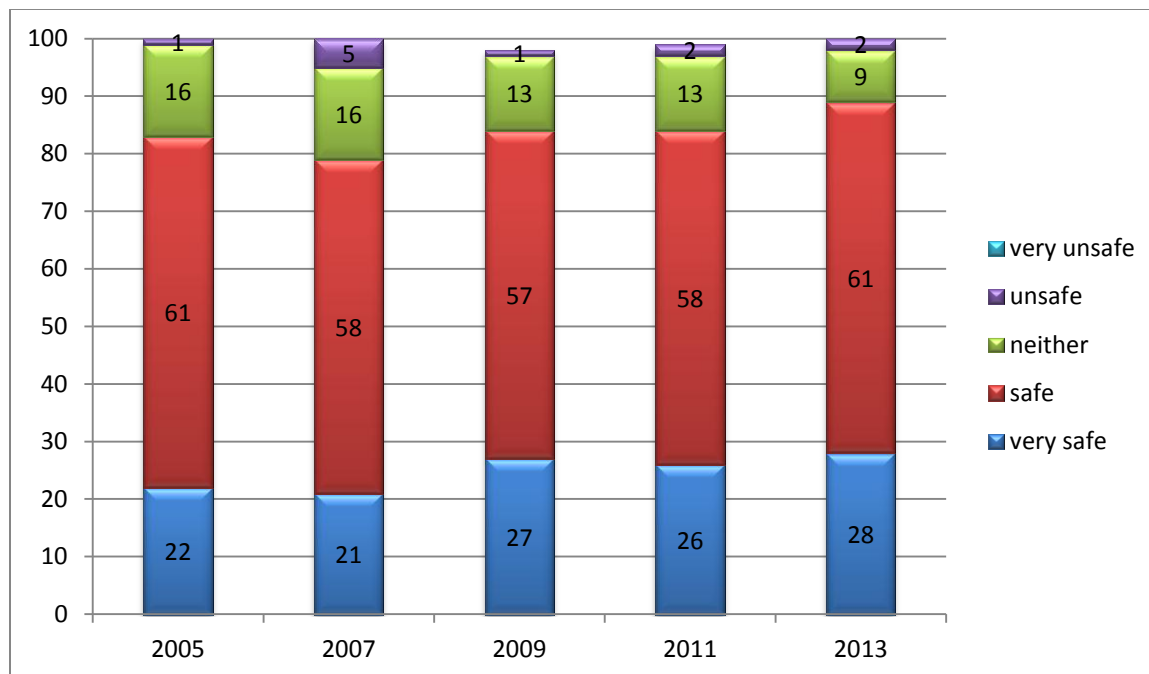
Amount of Crime in Longmont  
Comparing Survey Years, 2005 – 2013  
Longmont Police-Business Survey



## Safety of Employees

Over the years, about 85 percent of employers report that their employees are safe in the workplace. This took a jump in 2013, where the perception of employees' safety increased by 4 percentage points.

Employee Personal Safety  
Comparing Survey Years, 2005-2013  
Longmont Police-Business Survey



### Safety after 10 P.M.

Fifteen percent of the responding business persons addressed employee safety after 10 p.m. (n=38). In 2013, employers note an increased sense of safety at their business during the late night hours. Eight respondents provided a reason for any lack of safety; nearly all indicated it was due to "vagrants" and those under the influence.

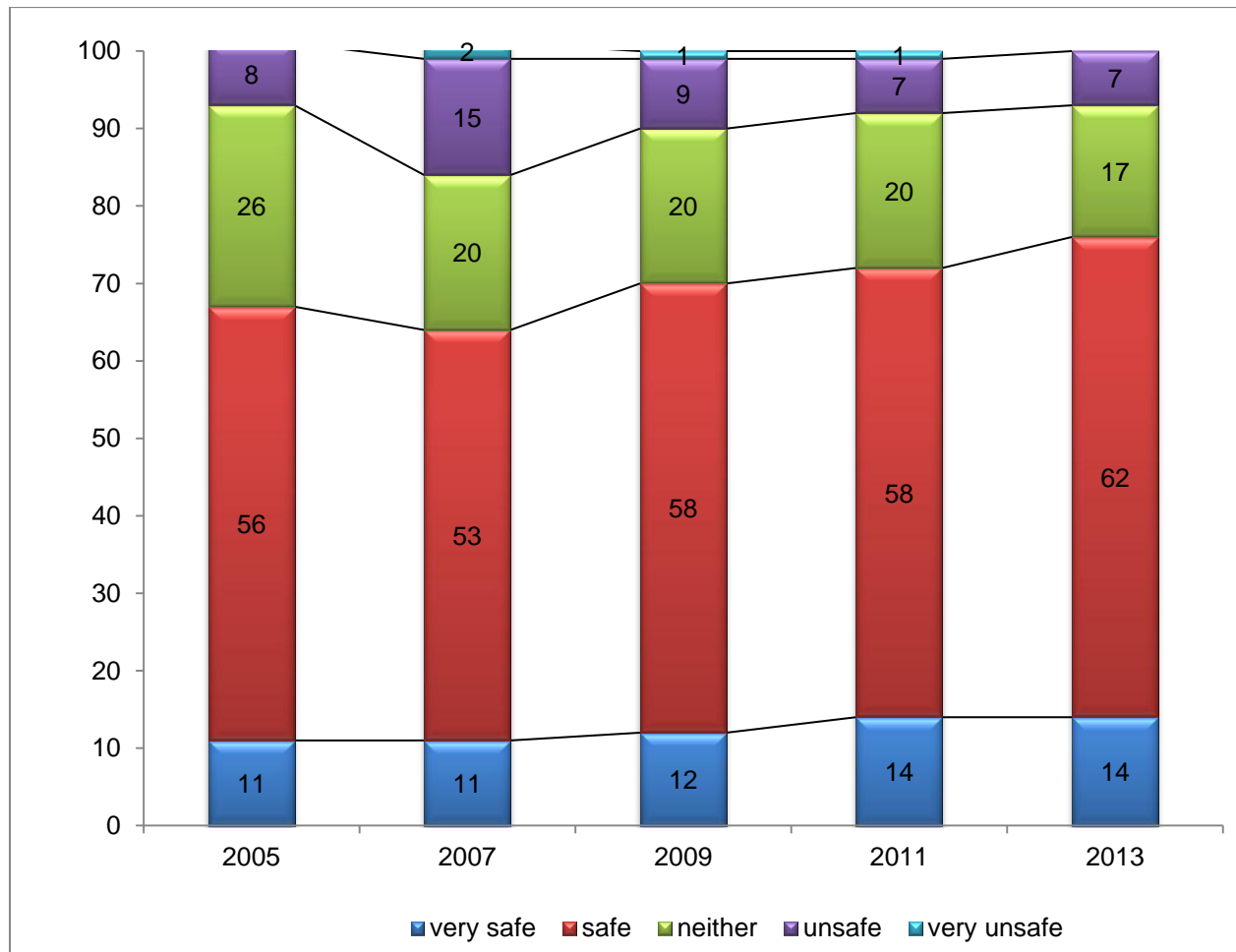
Safety of Employees after 10 P.M.  
Comparing 2005 – 2013 Surveys

YEAR	SAFE	NEITHER	UNSAFE
2005	49%	44%	8%
2007	52%	32%	15%
2009	62%	21%	17%
2011	55%	27%	18%
2013	63%	21%	16%

## Safety of Property

Business owners and managers were asked to rate their perception of property safety at their business. Since 2011, an additional 4percent of employers believe their businesses are safe. The percent of employers who believe their business is unsafe continue to drop. A significant improvement was noted in 2009, and this positive trend has been maintained.

Business Property Safety  
Comparing Survey Years, 2005 – 2013 Longmont Police-Business Survey



## Crime Related Issues Impacting the Business Community

Business owners and managers were asked to report how much of a problem 15 crime categories had been for their business in the twelve months prior to the survey. For the last several years, concern has remained focused on vandalism, graffiti, drunkenness and loitering adults. This would be consistent with the comments businesspersons addressed when asked about the safety of employees after dark associated with vagrants and those under the influence. Overall however, concern regarding crime and disorder has diminished significantly since 2011, in some cases it has lessened by up to 33 percent.

Rating Various Crime-Related Problems in the Previous Twelve Months  
Comparing the 2009 – 2013 Percentages  
Longmont Police-Business Survey\*

	Not a Problem			Minor to Moderate			Major Problem		
	2009	2011	2013	2009	2011	2013	2009	2011	2013
Vandalism	53	54	62	34	36	27	4	3	2
Drunkenness	49	50	52	32	35	29	6	4	7
Loud noise	54	59	59	31	29	27	4	3	2
Graffiti	56	57	65	28	31	22	7	6	3
Loitering youth	54	60	67	30	30	20	4	3	2
Break into cars	58	62	65	27	24	20	2	2	1
Loitering adults	59	56	57	26	32	26	6	6	6
Traffic issues	56	59	63	25	20	19	4	6	4
Burglary	65	68	74	24	19	16	2	3	<1
Shoplifting	62	64	64	15	15	15	3	1	2
Assaults/fights	74	77	75	15	14	14	1	0	<1
Drug use/sales	72	73	70	14	16	15	3	2	3
Employee theft	72	74	78	14	13	9	1	<1	<1
Ex-employees	77	77	82	9	10	5	1	<1	0
Armed robbery	82	84	84	6	6	4	<1	0	<1

\*Total percentages may not reach 100% as some respondents marked, "not applicable."



## Victimization

Business owners and managers were asked to indicate how often certain crimes had occurred at their business during the previous twelve months. While certain crime categories rise and fall, the overall rate of victimization has remained not only stable, but low. Victimization has lessened for every crime type but one (shoplifting), with the most significant drop occurring for graffiti, vandalism, burglary, and auto break in.

Percent of Businesses Experiencing **NO Victimization**  
During the Previous 12 Months.  
Comparing Survey Years, 2005 – 2013  
Longmont Police-Business Survey

Crime Victimization	2005	2007	2009	2011	2013	% difference 2011-13
Sexual Assault	99	99	97	98	99	1%
Auto Theft	94	98	94	97	98	1%
Robbery	96	98	96	96	98	2%
Assault	99	97	96	95	97	2%
Telephone harassment	89	88	93	92	95	3%
Employee Theft	90	90	88	89	93	4%
Burglary	88	91	92	89	93	5%
Theft	89	90	91	88	91	3%
Shoplifting	92	87	88	91	90	-1%
Graffiti	77	75	79	78	88	13%
Auto break-in	84	87	83	84	88	5%
Disorderly Conduct	88	83	84	80	84	5%
Vandalism	74	77	80	76	82	8%

## Use of Longmont Police Services

### Police Reporting

Business owners and managers were asked whether the crimes they experienced were reported to the police. In 2013, 31 percent of the respondents indicated that they reported crimes to the police. This was a drop from 53 percent in 2009.

The most common reasons for not reporting a crime or incident was the belief that the police couldn't do anything to help (10%), that the crime was not serious enough to warrant a police response (5%), or that the police could do anything to help (8%). This is a shift in a trend seen since 1999, where the most common reason for not reporting was consistently because the "crime did not seem serious enough."

Reasons for Not Reporting Crime Victimization  
Comparing the 2007 - 2013 Longmont Police-Business Survey

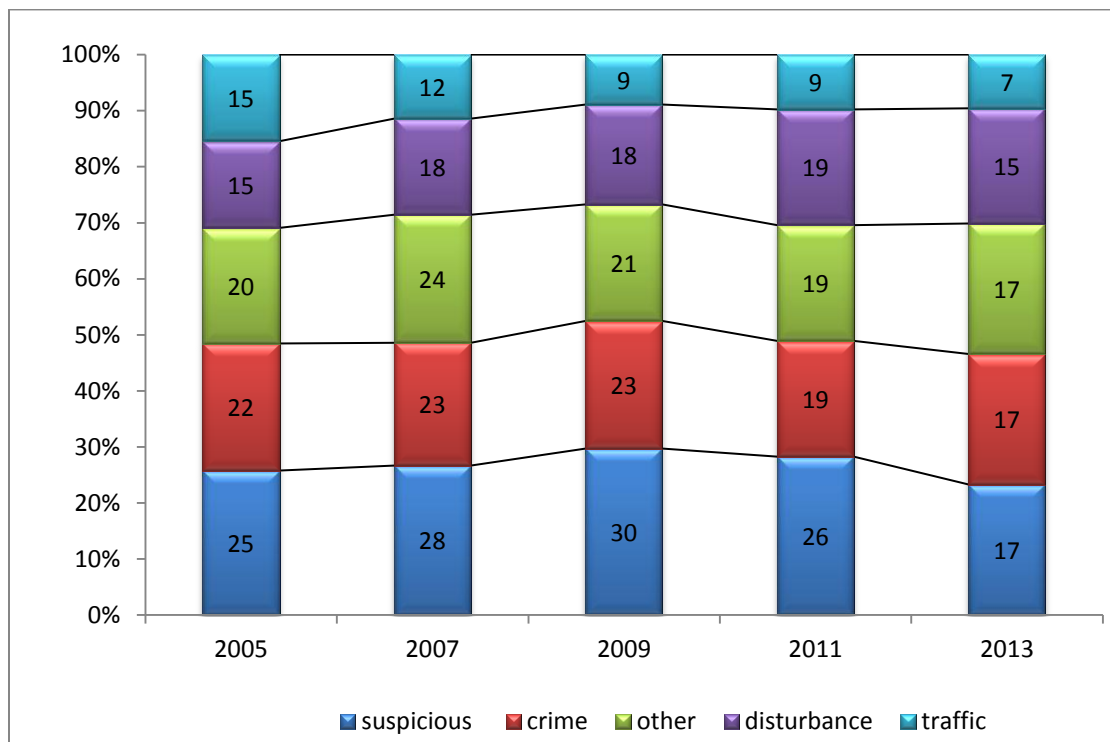
Reason for Not Reporting	Percent 2007*	Percent 2009*	Percent 2011*	Percent 2013*
Didn't think LPD could do anything to help	14%	11%	8%	10%
The crime did not seem serious enough	14%	7%	11%	5%
Didn't learn about the problem until it was too late to report it	8%	6%	6%	4%
Didn't think LPD would help	9%	5%	3%	4%
Dealt with offender myself	5%	4%	3%	4%
Believed someone else had reported the incident	3%	<1%	3%	2%
Filed a report with security, insurance or homeowner group instead	5%	2%	1%	2%
Feared revenge	5%	3%	2%	1%
Business is too large to know all that has happened	1%	2%	1%	1%
Too busy	2%	3%	<1%	1%
Don't trust the LPD	2%	1%	1%	1%
Don't like the LPD	2%	<1%	1%	<1%
Didn't want to take the time/too busy	2%	1%	<1%	<1%
Didn't want to testify in court	<1%	1%	<1%	<1%
Afraid of the LPD	1%	0%	0%	<1%
Was too embarrassed to report the crime	<1%	<1%	1%	0%

\*Percentages do not add up to 100% because respondents were permitted more than one response. Used full percent.

## Reasons for Contact with Longmont Police

The survey asked respondents how often they needed to contact the police to report a problem. Fifty-nine percent of the respondents initiated contact with the police in the last year, some because of the following issues. Reasons for contact were fairly evenly divided among the five options. The percent of persons contacting the police has dropped for each category, most notably for those reporting suspicious activity.

Businesspersons Contact with the Police in the Previous Twelve Months  
Comparing Survey Years, 2005 – 2013  
Longmont Police-Business Survey



Since not all contact with the police is initiated by the businessperson, respondents were asked to identify the various reasons they might have been in contact with the police during the last twelve months. Most had contact because they wanted to “report a problem,” because they were a victim of a crime, or because officers were “investigating a crime.” In 2013, the numbers of “victims” who contacted the police increased by 4 percent. For all other categories, the percentages dropped.

Reasons Businesspersons Contacted the Police in the Previous Twelve Months  
2009 - 2013 Longmont Police-Business Survey (used full percent)

<b>REASON FOR CONTACT</b>	<b>2009 (N=136)*</b>	<b>2011 (N=130)*</b>	<b>2013 (N=142)</b>
<b>Let police know about a problem</b>	<b>25%</b>	<b>26%</b>	<b>24%</b>
<b>Victim of a crime</b>	<b>13%</b>	<b>11%</b>	<b>15%</b>
<b>Officers were investigating a crime</b>	<b>10%</b>	<b>12%</b>	<b>10%</b>
<b>Witness to a crime</b>	<b>5%</b>	<b>6%</b>	<b>8%</b>
<b>Ask for information</b>	<b>9%</b>	<b>10%</b>	<b>8%</b>
<b>Casual encounter</b>	<b>6%</b>	<b>9%</b>	<b>6%</b>
<b>Business or Community meeting</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>
<b>Arrested</b>	<b>0</b>	<b>1%</b>	<b>2%</b>
<b>Compliment/complain about police services</b>	<b>1%</b>	<b>&lt;1%</b>	<b>1%</b>
<b>Considered a suspect</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
<b>Compliment/complain about dispatch services</b>	<b>&lt;1%</b>	<b>&lt;1%</b>	<b>0</b>

\* Percent totals more than 100% because respondents were allowed to provide “yes” to more than one question.

## Rating and Importance of Police Services

### Rating of Police Services

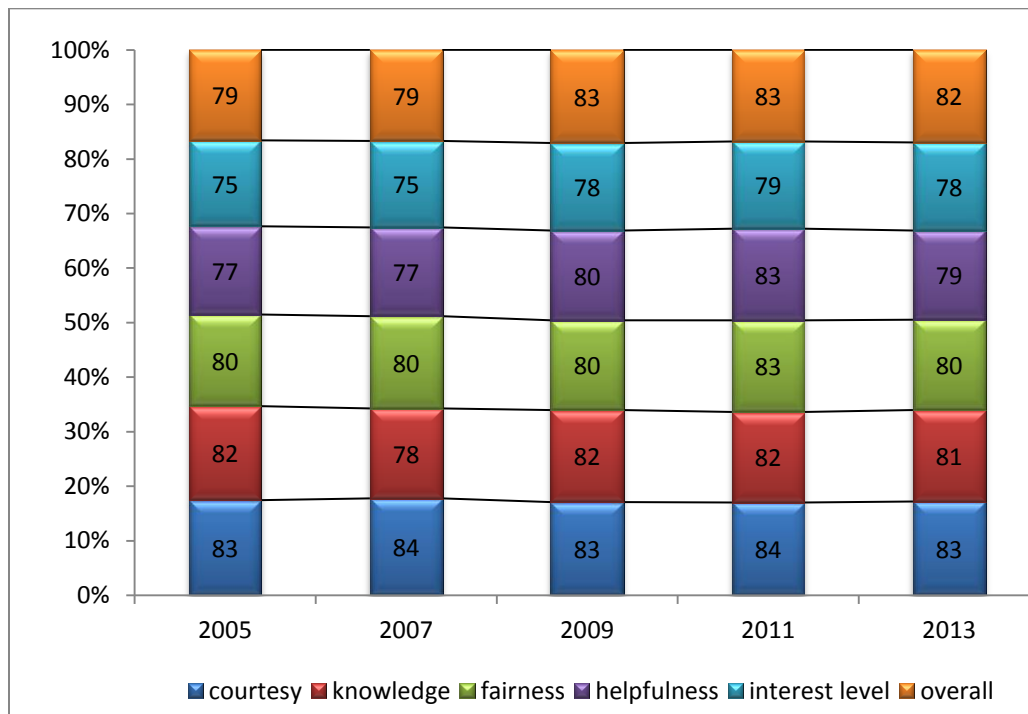
Business owners and managers that had been in contact with the Longmont Police in the last twelve months were asked to rate police services in several critical areas. Nearly 83 percent of the business respondents believed that, overall, the police staff performed “well” or “very well.” Since 1999, ratings have been consistently highest for “courtesy” and lowest for “level of interest.”

Responses were converted to a 100-point scale where 0 is equal to “very bad” and 100 equal to “very good.” Ratings of personnel ranged from 78 to 83 on a 100-point scale.

Rating of Police Staff  
Comparing Survey Years, 2005 – 2011  
Longmont Police-Business Survey  
Numbers based on a 100-Point Scale

Staff Characteristic	2005	2007	2009	2011	2013
Courtesy	83	84	83	84	83
Knowledge	82	78	82	82	81
Fairness	80	80	80	83	80
Helpfulness	77	77	80	83	79
Interest Level	75	75	78	79	78
Overall Performance	79	79	83	83	82

Rating of Police Staff  
Comparing Survey Years, 2005 – 2011  
Longmont Police-Business Survey  
Numbers based on a 100-Point Scale



## Specific Service Ratings

Respondents were asked to rate the Longmont Police based on a list of 14 activities that police officers routinely perform. These ratings were converted to a 100-point scale where 0 equals Very Bad and 100 equals Very Good. All services were rated above 50 on the 100-point scale (50 being equal to "neither good nor bad"). Ratings didn't change much since 2011, except for traffic and lectures, where rating fell by four percentage points.

Performance Rating of Services Using a 100-Point Scale\*  
Comparing 2005 through 2013 Longmont Police-Business Survey

Police Services	2005	2007	2009	2011	2013
Response time	69	68	69	72	73
Crime Prevention	73	72	71	72	72
Arresting Criminals	69	70	71	71	72
Victim assistance	73	67	70	70	72
High visibility patrol	66	66	70	73	71
Traffic enforcement	64	68	69	73	69
Solving area problems	67	65	67	69	69
Investigation of crime	66	64	67	69	69
Public lectures/presentations	69	69	68	71	67
Work together for safety	61	62	63	66	65
Control of juvenile crime	61	56	61	65	65
Drug enforcement	64	61	64	65	64
Control of gang activity	60	56	56	62	64
Reducing disorder	59	60	62	64	63

\* Score eliminates the response category of "don't know." Score is based on respondents who provided an opinion.

Respondents were asked to evaluate their contact with the Longmont Communications Center (dispatch). Ninety-two percent of those who had had contact with dispatch evaluated their contact positively.

Respondent's Evaluation of the  
Longmont Communications Center  
2007 - 2013\*

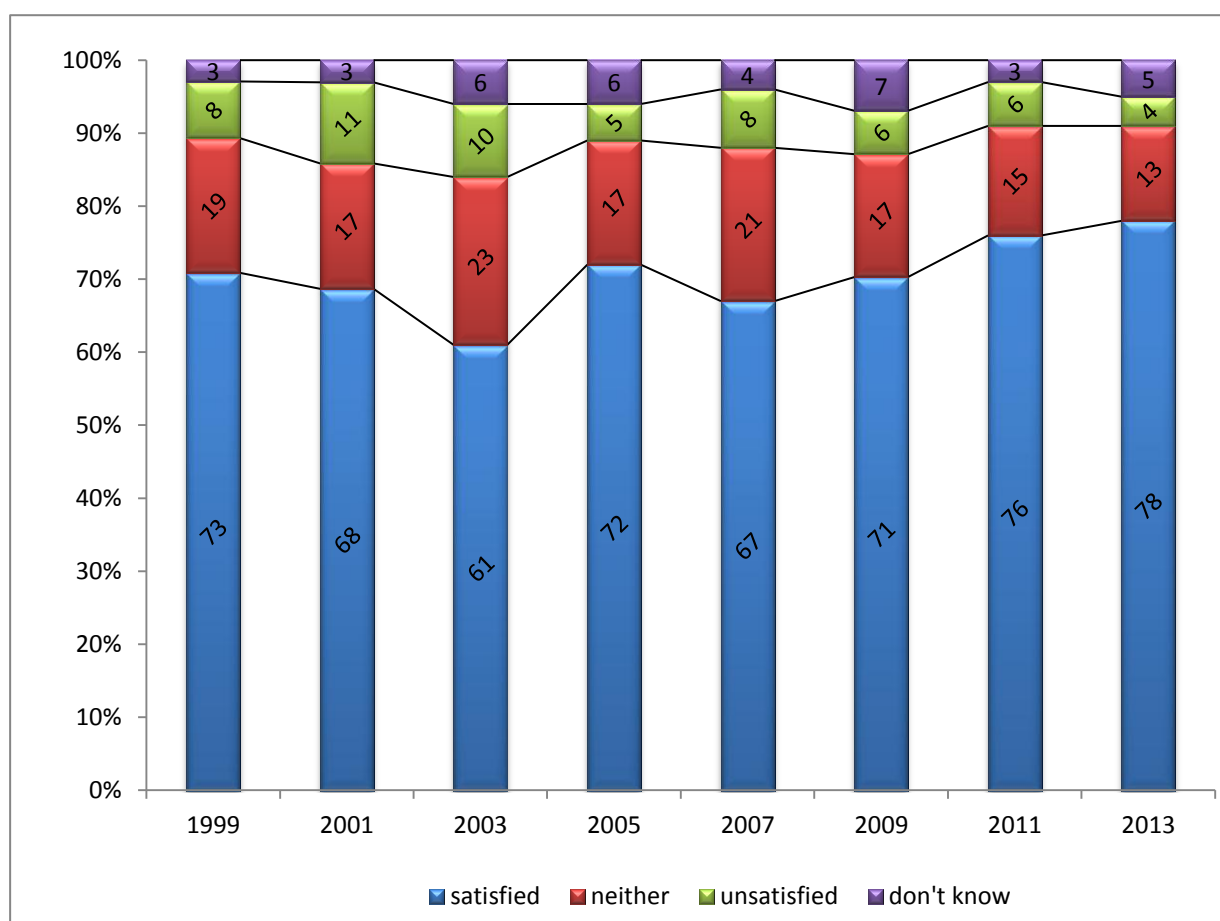
Was dispatch helpful?	Percent 2007*	Percent 2009*	Percent 2011*	Percent 2013*
Definitely	60%	57%	64%	64%
Mostly	27%	31%	31%	28%
Not really	8%	7%	3%	5%
Not helpful	6%	4%	2%	2%

\*Those who indicated "no contact" with a dispatcher or "didn't remember and contact" were eliminated.

## Overall Satisfaction with the Longmont Police

Previously in the report, respondents rated their overall impression of a specific police staff member that they had been in contact with during the last twelve months. In the current question, respondents were asked to provide an overall satisfaction rating of the Longmont Police, as a whole. This question differs from the first in that a specific contact did not have to occur in order to form an opinion. For this question, the rating could reflect a specific one-time contact, an overall impression derived from several contacts, or merely a “general sense.” Approximately 78 percent of business respondents are satisfied with the police services while 10 percent are dissatisfied. Overall, the trend in satisfaction seems to be rising.

Overall Satisfaction with the Longmont Police  
Comparing the Results, 1999 through 2013  
**Using Percent** (not the 100-point scale)  
Longmont Police-Business Survey



Overall Satisfaction on a 100-point scale\*

Overall satisfaction	2005	2007	2009	2011	2013
	77	73	78	80	80

\*Provides a comparison based on the 100-point scale: (as seen previously in the Rating & Importance charts. Score eliminates “don't know” response.

## Importance of Police Services

Respondents were asked to rank the importance of 14 law enforcement services. The police wish to learn how businesspersons prioritize the duties of the police and whether the police priorities match those of the public. The Importance Ratings were converted to a 100-point scale where 0 equals “not at all important” and 100 equals “essential.”

Businesspersons rank traditional law enforcement duties as the more essential. Services include arresting criminals, gang control, response time, investigation of crime, and control of juvenile crime. The rating of services by importance varied only slightly (+/- 1%) over the last few years.

Rating the Importance of Police Services on a 100-point scale  
Comparing Survey Years, 2005 – 2013  
Longmont Police-Business Survey

Police Services	2005	2007	2009	2011	2013
Arresting Criminals	92	94	91	92	93
Response time	89	89	89	89	90
Control of gang activity	87	93	90	88	89
Investigation of crime	88	89	88	87	88
Control of juvenile crime	86	86	84	84	84
Drug enforcement	84	87	81	81	82
High visibility patrol	78	81	78	79	80
Crime Prevention	79	81	78	78	79
Victim assistance	77	76	77	76	78
Solving area problems	72	72	75	74	74
Traffic enforcement	70	68	68	68	71
Reducing disorder	62	65	64	65	66
Work together for safety	66	62	63	64	64
Public lectures/presentations	57	53	56	56	57



## Balancing Quality and Importance

The survey was devised to continually evaluate the police performance, and to gain a clear understanding whether the priorities the police have internally established match the priorities set by the public. Since resources are limited, the survey can help guide the agency in re-allocating resources or re-prioritizing services.

It should be noted that nearly all services are considered **important** (rated 50 or above on a 100-point scale) and of **higher quality** (again, rated 50 or above). The break between higher and lower quality is somewhat arbitrary, and relative only to the range of scores between 50 and 100 on the 100-point scale. With this in mind, even though a service may have scored at the bottom of both rankings, they are still seen in a positive light AND an important function by a majority of Longmont business owners or managers.<sup>3</sup> The ranking by performance and importance remained fairly stable over time.

- The service that is categorized as **Higher in Importance and Higher in Quality**:
  - Arresting criminals
  - Response time
  - Visible patrol
  - Investigation of crime
- Services that are categorized as **Higher in Importance and Lower in Quality**:
  - Control of juvenile crime
  - Gang control
  - Drug enforcement
- The service that is categorized as **Lower in Importance and Higher in Quality**:
  - Victim assistance
  - Traffic
  - Problem solving
  - Crime prevention
- The services that are categorized as **Lower in Importance and Lower in Quality**:
  - Disorder
  - Safety education
  - Lectures

Quality and Importance of Police Services  
Comparing the 2007 through 2013 Longmont Police-Business Survey

Q U A L I T Y	I M P O R T A N C E							
	Higher Importance - Higher Quality				Lower Importance - Higher Quality			
	2007	2009	2011	2013	2007	2009	2011	2013
	Arrest Response	Arrest Response	Arrest Response Patrol	Arrest Response Patrol Investigate	Victim Assist Traffic Lectures Prevention Patrol	Victim Assist Traffic Lectures Prevention Patrol	Victim Assist Traffic Lectures Prevention	Victim Assist Traffic Prob. Solve Prevention
	Higher Importance - Lower Quality				Lower Importance - Lower Quality			
	Juvenile Gang Drugs Investigate	Juvenile Gang Drugs Investigate	Juvenile Gang Drugs Investigate	Juvenile Gangs Drugs	Prob. Solve Disorder Safety Ed	Prob. Solve Disorder Safety Ed	Prob. Solve Disorder Safety Ed	Disorder Safety Ed Lectures

As a possible focus during the upcoming year, businesspersons are suggesting that the control of juvenile crime, drug enforcement, gang control, should remain an important area of focus for the police, and that performance in these areas could be improved.

<sup>3</sup> The median score (50<sup>th</sup> percentile) was computed to determine the cut-off between a "high" and "low" score. In 2013, the median performance score is 69 and the median importance score is 80.

## Crime Prevention Practices

Business owners and managers were asked to indicate what types of crime prevention practices they employ at their business. The use of crime prevention strategies among businesspersons has improved slowly since 2001. Target hardening appears to be the most common crime prevention practice among businesses (locks and lighting).

Only 11 percent of businesses requested crime prevention materials from the police and none of those recipients was dissatisfied with those materials.

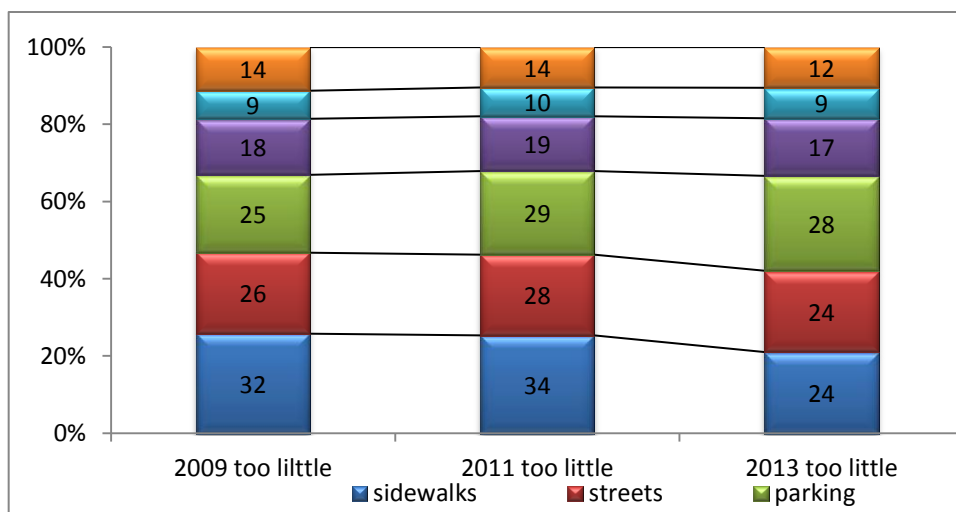
Participation in Community Activities & Crime Prevention Strategies  
Comparing Survey Years, 2005 – 2013 by Percent  
Longmont Police-Business Survey

Percent who have <b>NOT IMPLEMENTED</b> crime prevention strategies	2005	2007	2009	2011	2013
Adequate locks on all doors and windows	4%	4%	3%	2%	2%
Adequate lighting around property	10%	7%	7%	9%	7%
Employee training	20%	17%	19%	16%	15%
Controlled access	41%	36%	42%	35%	34%
Safety in number of employees	45%	37%	42%	41%	37%
Alarms	56%	49%	48%	49%	43%
Use of surveillance	60%	54%	56%	53%	52%
Attended meeting or presentation by LPD	80%	75%	83%	76%	85%
Sought information from LPD on crime prevention	84%	84%	89%	86%	89%

Percent includes those who answered "no" (as opposed to "yes" or "not applicable").

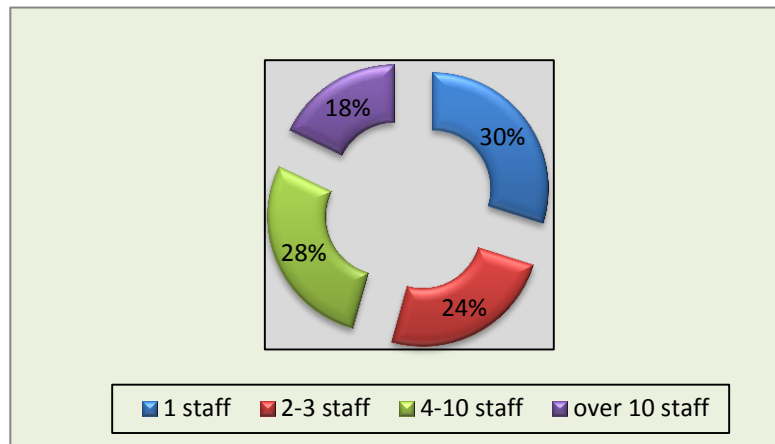
The following graph refers to the adequacy of lighting in and around the place of business. Three-fourths of businesspersons believe that lighting is adequate in places they have greater control (inside, doors & windows, and at the entry). A little over 60 percent believe the street and sidewalk are adequately lit, but less than half believe the parking lot has enough lighting. Overall, lighting issues have improved in 2013.

Evaluating Lighting Adequacy  
Comparing Survey Years, 2009-2013  
Longmont Police-Business Survey



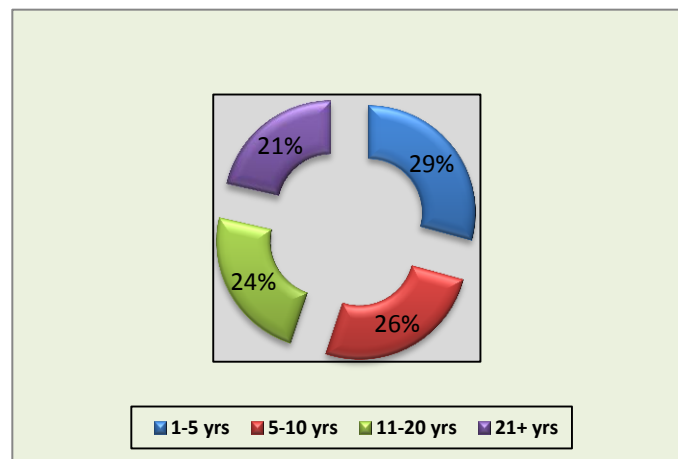
Most businesses in Longmont employ a small number of people. Fifty percent employed less than 3 and 75 percent employed no more than six. The median number of employees was three. The following chart identifies the breakdown of business size relative to number of staff employed.

Size of Staff of Longmont Business  
2013 Police-Business Survey



Most respondents were business owners (76 percent) followed by managers (22 percent), then employees (2 percent). Fifty-six percent of the businesses have been operating for ten years or less. Another 25 percent have operated for nearly 20 years. One respondent recorded 68 years in business. Over two-thirds (69.6 percent) of the respondents also live within Longmont's city limits.

Years in Business  
2013 Police-Business Survey



### Hours of Operation

Most businesses operate during normal “office” hours, i.e., 8AM to 5PM. Many also work during daylight hours on the weekend. About 1/5 operate until 9 o'clock at night.

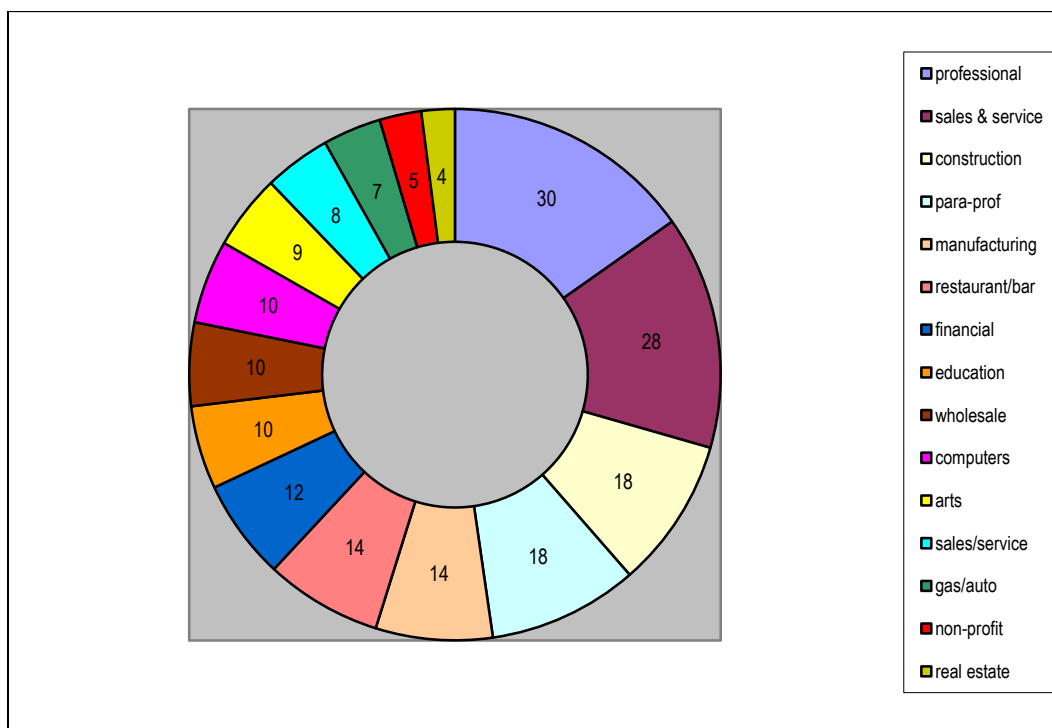
	M-F daytime	Weekend daytime	Evening	Late night	24-hour
Percent*	76%	43%	22%	7%	3%

\*Percent will exceed 100% because many businesses overlapped more than one time category.

### Business Categories

Respondents were from a wide range of occupations; Numbers were a bit higher for the following job categories: professionals, sales & service, construction, para-professional, manufacturing, and restaurant/bars (see chart below).

Types of Businesses by Number  
2013 Longmont Police-Business Survey, in Numbers



Note: “Other” is not included: n=22 (recreation, R&D, storage, hospitality, home business not specified, etc.)

# **APPENDIX 5**

## **BUSINESS**

### **SURVEY METHODOLOGY**

## Survey Methodology

### Sample Selection

Seven hundred businesses located within the City of Longmont were randomly selected from a list of 8,470 businesses holding Sales and Use Tax Licenses in Longmont during March 2013. After eliminating businesses that were housed out of town, the list was reduced to **3,460**. A random sample of 700 was drawn using SPSS computer software.<sup>4</sup>

Everyone does not return a survey that is sent one, nor is every registered business address necessarily active at the time the mailing is done. For this reason, it is important to over-sample from the full population of potential respondents to ensure that an adequate number of surveys will be returned. An adequate response is critical for any meaningful analysis. Typically, response rate for the business survey is around 40 percent. In the 2013 mailing, 700 businesses were sent a survey and 638 were received (62 addresses were vacant or insufficient). Returned surveys **totaled 238, for a response rate of 39 percent**.

Sample size can be computed using either a mean and standard deviation statistic, or a proportion. Frequently, the mean and standard deviation for a specific variable is unknown, so it becomes easier to estimate a sample using a proportion. When proportions remain unknown, the most conservative computation estimates the proportion (or p) as 0.50. Given that all surveys involve time and money, there are limitations inherent in the “exactness” of social research. The amount of error a researcher is willing to tolerate is based on how critical the research results will be in making decisions. If a scientist wants to market a new pharmaceutical product that could have fatal side effects, then the margin of error should be negligible. However, the cost for such research is also very high. If the research involves less serious implications, a greater margin of error can be tolerated.

### Estimating Sample Size

The researcher determines confidence levels and margin of error before the research begins. To maintain consistency with the two previous Business Surveys, a sample size based on a 95% confidence interval with a .06 percent margin of error was computed. Translated, this means that a researcher is 95 percent confident that the sample estimate is within, plus or minus, 6 percent of the true population proportion.

The computation can be seen below:

n = sample size

Z = z-score for the 95 percent confidence interval

e = margin of error

p = proportion

$$n = \frac{(z^2)(p(1-p))}{e^2} = \frac{(1.96)^2[.50(.50)]}{.06^2} = \frac{.9604}{.0036} = 267$$

Since a sample size of 267 is greater than 5 percent of the full population (3,538), it is acceptable to reduce the sample size, using the following equation:

n' = revised sample estimate

N = population

n = original estimated sample

$$n' = \frac{n(N)}{N+(n-1)} = \frac{(267)(3538)}{3538+266} = \frac{944646}{3804} = 248$$

---

<sup>4</sup> The software used to perform this function is Statistical Package for the Social Sciences (SPSS).

# Longmont Police Business Survey

## 1. How do you rate the amount of crime in Longmont? n=240

☐ 3 (1.0)      ☐ 48 (20.0)      ☐ 116 (48.3)      ☐ 62 (25.8)      ☐ 11(4.6)  
 very high      somewhat high      neither high nor low      somewhat low      very low

## 2. How do you rate your and your employees' personal safety while at work in Longmont? n=243

☐ 68(28.0)      ☐ 149 (61.3)      ☐ 21 (8.6)      ☐ 5 (2.1)      ☐ 0 (0)  
 very safe      safe      neither safe nor unsafe      unsafe      very unsafe

## 3. How do you rate the safety of your business property (bldng or contents)in Longmont? n=242

☐ 35 (14.5)      ☐ 149 (64.6)      ☐ 41 (16.9)      ☐ 16 (6.6)      ☐ 1 (0.4)  
 very safe      safe      neither safe nor unsafe      unsafe      very unsafe

## 4. Does your business remain open after 10 P.M. in the evening? n=244

☐ 20 (8.2)      ☐ 224 (71.8)  
                   yes                      no

### -----> If yes, how do you rate your employees' personal safety while working after 10 P.M? n=38

☐ 7 (18.4)      ☐ 17 (44.7)      ☐ 8 (21.1)      ☐ 5 (13.2)      ☐ 1 (2.6)  
 very safe      safe      neither safe nor unsafe      unsafe      very unsafe

### ----->>If you do not feel they are safe, please state why:

## 5. Please indicate how much of a problem, if any, the following issues have been to your business in the past year:

	No Problem	Minor	Moderate	Major	N/A
People breaking into cars in parking lot (24) .....	160 (65.3)	36 (14.7)	12 (4.9)	3 (1.2)	33 (13.9)
Shoplifting (251) .....	155 (64.0)	25 (10.3)	12 (5.0)	5 (2.1)	45(18.6)
Drunkenness/Intoxicated persons (242).....	126(52.1)	56(23.1)	15(6.2)	16(6.6)	29(12.0)
Traffic Violations and/or Cruising (251) .....	152(62.6)	27(11.1)	19(7.8)	9(3.7)	36(14.8)
Loud noise (246) .....	146(59.3)	36(14.6)	30(12.2)	5(2.0)	29(11.8)
Loitering youth (244) .....	164(67.20)	29(11.9)	20(8.2)	5(2.0)	26(10.7)
Vandalism (244) .....	151(61.9)	48(19.7)	18(7.4)	5(2.0)	22(9.0)
Graffiti (244) .....	158(64.8)	40(16.4)	15(6.1)	7(2.9)	24(9.8)
Burglary (243) .....	181(74.5)	32(13.2)	6(2.5)	1(0.4)	23(9.5)
Armed Robbery (245).....	207(84.5)	9(3.7)	0	1(0.4)	28(11.4)
Assaults or fights (245) .....	184(75.1)	30(12.2)	5(2.0)	1 (0.4)	25(10.2)
Ex-employees (244) .....	200(82.0)	11(4.5)	1(0.4)	0	32(13.1)
Illegal drug use or sales (245) .....	171(69.8)	24(9.8)	13(5.3)	8(3.3)	29(11.8)
Loitering adults (244) .....	140(57.4)	42(17.2)	22(9.0)	14(5.7)	26(10.7)
Employee theft (245).....	190(77.6)	21(8.6)	2(0.8)	1(0.4)	31(12.7)

**6. How often in the past year have you needed to contact the police to report suspicious activity, a crime, a disturbance, or a traffic problem at, or around, your business? Please indicate the approximate number of calls made for each purpose in the past 12 months?**

	0 TIMES	1 OR 2 TIMES	3 TO 5 TIMES	6 OR MORE TIMES
In the past 12 months...				
Calls to report suspicious activity (241) .....	199(82.6)	32(13.7)	8(3.3)	1(0.4)
Calls to report a crime (241).....	199(82.9)	32(13.3)	6(2.5)	4(1.7)
Calls to report a disturbance (240).....	204(85.0)	25(10.4)	8(3.3)	3(1.3)
Calls to report traffic problems or cruising (239) ...	222(92.9)	12(5.0)	3(1.3)	9(0.8)
Calls for other reasons (239).....	199(83.3)	28(11.7)	8(3.3)	4(1.7)

**7. Please indicate how often, if ever, the following crimes have occurred at your business in the City of Longmont in the past 12 months. Please include crimes that might have impacted you, your employees, your customers, or the physical structure or building where your business is located .....**

	0 TIMES	1 TIME	2 TIMES	3 OR MORE TIMES
In the past 12 months...				
<b>Burglary</b> (244) .....	226(92.6)	12(4.9)	3(1.2)	3(1.2)
<b>Auto break-in</b> (245).....	215(87.8)	20(8.2)	7(2.9)	3(1.2)
<b>Sexual assault</b> (242) .....	241(99.6)	1(0.4)	0	0
<b>Vandalism</b> (246) .....	203(82.5)	28(11.4)	10(4.1)	5(2.0)
<b>Assault</b> (245) .....	238(97.1)	5(2.0)	2(0.8)	0
<b>Telephone Harassment; not solicitors</b> (245) .....	232(94.7)	7(2.9)	2(0.8)	4(1.6)
<b>Robbery</b> (242) .....	238(98.3)	2(0.8)	1(0.4)	1(0.4)
<b>Motor vehicle theft</b> (243) .....	238(97.9)	4(1.6)	1(0.4)	0
<b>Graffiti</b> (243) .....	214(88.1)	14(5.8)	10(4.1)	5(2.1)
<b>Shoplifting</b> (243) .....	216(90.1)	7(2.9)	2(0.8)	15(6.2)
<b>Employee Theft</b> (243) .....	225(92.6)	14(5.8)	1(0.4)	3(1.2)
<b>Disorderly Conduct</b> (244) .....	204(83.6)	20(8.2)	8(3.3)	12(4.9)
<b>Theft</b> (241) .....	220(91.3)	13(5.4)	4(1.7)	4(1.7)

***If you or any employees were not a victim or witness to a crime in the past 12 months, skip to question 10.***

**8. Did you or any employee report any of the crime(s) listed above to the Longmont Police Department while at work? (n=118)**

- ☐ Yes 36(31.0) ☐ DK 9 (7.8)  
☐ No 71(61.2)

**9. Even though you or your employees may have reported one or more crimes to the Longmont Police Department, you may not have reported ALL of the crimes in which you or your employees have been a victim or witness. If you have been a victim or a witness to a crime, but did not make a report, what was the reason for not filing a report? (used full percent) (est.n=71).**

- |   |                                     |
|---|-------------------------------------|
| 9.7 didn't think LPD could do anything to help                | 0.8 was too busy                    |
| 1.6 filed with insurance, security, or business group instead | 2.4 thought someone reported it     |
| 3.6 didn't think LPD would do anything to help                | 4.0 dealt with the offender myself  |
| 1.2 thought offender might take revenge on me                 | 0 too embarrassed                   |
| 0.8 business too large to know all that has happened          | 0.8 don't trust the Longmont Police |
| 3.6 didn't learn about problem until it too late to report it | 0.4 don't like the Longmont Police  |
| 5.2 the crime did not seem serious enough                     | 0.4 afraid of the Longmont Police   |
| 0.4 didn't want to testify in court                           | 0.4 didn't want to take the time    |



**10. During the last 12 months, did you have any phone or in-person contact with a police officer or any other member of the Longmont Police Department? (n=239)**

Yes 142(59.4)  
No 97(40.6)

**11. During your most recent contact with the Communications Center, did you find the dispatcher helpful? (n=102)**

	Number	Percent
Definitely	52	51.0%
Mostly	23	22.5%
Not really	4	3.9%
No	2	2.0%
Don't remember	3	2.9%
Didn't talk to a dispatcher	18	17.6%
Total	102	100%

**12. What were the reasons for the contact you had with the Longmont Police Department in the last 12 months: (Please check all that apply.) (used full percent) (est. n=97)**

10.5 As a victim of a crime	2.0 Business-community meeting
6.0 Witnessed a crime	7.3 Regarding crime they were investigating
17.3 Let the police know about a problem	0 To compliment or complain about dispatch
1.2 Arrested	0.8 To compliment or complain about police
4.0 Casual encounter	0.8 Contacted as a suspect or as a suspicious
5.6 To ask for information or assistance	

**13. For your MOST RECENT encounter in the last 12 months, please rate the police department staff member on the following:**

	Very Good	Good	Neither Good nor Bad	Bad	Very Bad
<b>Knowledge (n=158)</b> .....	71(44.9)	57(36.1)	27(17.1)	2(1.3)	1(0.6)
<b>Helpfulness (n=157)</b> .....	68(43.3)	58(36.9)	25(15.9)	3(1.9)	3(1.9)
<b>Level of interest addressing concerns (155)</b> .....	65(41.9)	54(34.8)	29(18.7)	4(2.6)	3(1.9)
<b>Courtesy (n=157)</b> .....	79(50.3)	55(35.0)	19(12.1)	2(1.3)	2(1.3)
<b>Fairness (n=156)</b> .....	66(42.3)	60(38.5)	26(16.7)	1(0.6)	3(1.9)
<b>Overall impression of staff member (n=182)...</b>	77(48.7)	55(34.8)	22(13.9)	1(0.6)	3(1.9)

**14. Please rate the Longmont Police Department on the following:**

	Very Good	Good	Neither good or bad	Bad	Very Bad	Don't Know
<b>Arresting criminals (232)</b>	34(14.7)	72(31.0)	31(13.4)	6(2.6)	2(0.9)	87(37.5)
<b>Crime prev/ Safety education (232)</b>	36(15.5)	71(30.6)	40(17.2)	6(2.6)	1(0.4)	78(33.6)
<b>Control of juvenile crime (229)</b>	23(10.0)	59(25.8)	49(21.4)	11(4.8)	3(1.3)	84(36.7)
<b>Victim assistance (229)</b>	34(14.8)	53(23.1)	37(16.2)	3(1.3)	2(0.9)	100(43.7)
<b>Solving area problems (228)</b>	28(12.3)	66(28.9)	43(18.9)	7(3.1)	3(1.3)	81(35.5)
<b>Control of gang activity (229)</b>	20(8.7)	57(24.9)	46(20.1)	14(6.1)	3(1.3)	89(38.9)
<b>High visibility patrol (233)</b>	44(18.9)	91(39.1)	40(17.2)	11(4.7)	3(1.3)	44(18.9)
<b>Traffic enforcement (233)</b>	35(15.0)	86(36.9)	49(21.0)	7(3.0)	4(1.7)	52(22.3)
<b>Public lectures/ presentations (230)</b>	18(7.8)	48(20.9)	47(20.4)	3(1.3)	0	114(49.6)
<b>Drug enforcement (231)</b>	20(8.7)	55(23.8)	46(19.9)	13(5.6)	3(1.3)	94(40.7)
<b>Reducing disorder (229)</b>	20(8.7)	57(24.9)	52(22.7)	15(6.6)	3(1.3)	82(35.8)
<b>Response time (231)</b>	43(18.6)	71(30.7)	39(16.9)	2(0.9)	4(1.7)	72(31.2)
<b>Investigation of crime (228)</b>	31(13.6)	57(25.0)	40(17.5)	7(3.1)	3(1.3)	90(39.5)
<b>Show bus how work together(229)</b>	24(10.5)	51(22.3)	45(19.7)	12(5.2)	2(0.9)	95(41.5)

**15. Please rate your overall satisfaction with the Longmont Police Department. (n=236)**

<b>103(43.6)</b>	<b>82(34.7)</b>	<b>31(13.1)</b>	<b>3(1.3)</b>	<b>6(2.5)</b>	<b>11(4.7)</b>
very satisfied	somewhat satisfied	neither satisfied nor dissatisfied	somewhat dissatisfied	very dissatisfied	don't know

**16. How important do you think each of the following police department roles is in Longmont?**

	Essential	Very Important	Somewhat Important	Not at All Important I
<b>Arresting criminals (234)</b>	187(79.9)	44(18.8)	2(0.9)	1(0.4)
<b>Crime prevention/ Safety education (234)</b>	115(49.1)	96(41.0)	22(9.4)	1(0.4)
<b>Control of juvenile crime (234)</b>	136(58.1)	91(38.9)	4(1.7)	3(1.3)
<b>Victim assistance (233)</b>	106(45.5)	102(43.8)	23(9.9)	2(0.9)
<b>Solving area problems (233)</b>	91(39.1)	106(45.5)	34(14.6)	2(0.9)
<b>Control of gang activity (233)</b>	163(70.0)	65(27.9)	3(1.3)	2(0.9)
<b>High visibility patrol (231)</b>	117(50.6)	95(41.1)	17(7.4)	2(0.9)
<b>Traffic enforcement (232)</b>	83(35.8)	102(44.0)	44(19.0)	3(1.3)
<b>Public lectures/ presentations (233)</b>	50(21.5)	79(33.9)	91(39.1)	13(5.6)
<b>Drug enforcement (232)</b>	132(56.9)	79(34.1)	16(6.9)	5(2.2)
<b>Reducing disorder (232)</b>	68(29.3)	98(42.2)	64(27.6)	2(0.9)
<b>Response time (232)</b>	166(71.6)	63(27.2)	2(0.9)	1(0.4)
<b>Investigation of crime (229)</b>	154(67.2)	72(31.4)	2(0.9)	1(0.4)
<b>Show businesses how to work together (233)</b>	64(27.5)	97(41.6)	64(27.5)	8(3.4)

**17. Do you currently participate in any business sponsored community groups such as Kiwanis, Optimus, the Chamber of Commerce, etc.? (n=246)**

46(18.7)	200(81.3)
Yes	No

18. Have you ever attended a community business meeting or presentation sponsored by the Longmont Police Department? (n=247)

37(15.0) yes 210(85.0) no

19. Have you ever requested information from the Longmont Police Department regarding recommended crime prevention practices? (n=246)

26(10.6) yes 220(89.4) no

----->>>If yes, how satisfied were you with the information provided? (n=29)

9(31.0) 14(48.3) 6(20.7) 0 0  
very satisfied satisfied neither satisfied dissatisfied very  
satisfied nor dissatisfied dissatisfied

20. What crime prevention practices are in place in your business? (Please check all that apply.)

	Yes	No	N/A
All doors and windows have adequate locks (243) .....	232(95.5)	6(2.5)	5(2.1)
Alarms (243) .....	116(47.7)	104(42.8)	23(9.5)
Training of employees (240) .....	118(49.2)	37(15.4)	85(35.4)
Use of surveillance (239) .....	69(28.6)	123(51.5)	47(19.7)
Controlled access (239) .....	105(43.9)	80(33.5)	54(22.6)
Safety in number of employees (238) .....	63(26.5)	87(36.6)	88(37.0)
Adequate lighting around property (242) .....	209(86.4)	18(7.4)	15(6.2)

21. How much lighting is there inside and surrounding your business at night after closing?

(if open all night, describe lighting after 10PM)	Way Too Little	Somewhat Too Little	Just Right	Too Much	N/A
Sidewalks (236) .....	15(6.4)	41(17.4)	148(62.7)	3(1.3)	29(12.3)
Street (237) .....	18(7.6)	40(16.9)	151(63.7)	3(1.3)	25(10.5)
Parking lot (239) .....	18(7.5)	50(20.9)	112(46.9)	2(0.8)	57(23.8)
Entrance to business (237) .....	8(3.4)	32(13.5)	164(69.2)	2(0.8)	31(13.1)
Inside the business (235) .....	4(1.7)	18(7.7)	175(74.5)	2(0.9)	36(15.3)
Doorways and windows (235) .....	6(2.6)	21(8.9)	173(73.6)	1(0.4)	34(14.5)

22. What position do you hold in the company? (Please check one only.) (244)

186(76.2) ☐ owner 53(21.7) ☐ manager 5(2.0) ☐ employee

23. How many years has your business been operating in Longmont. (mark "0" if < 6 mo). (n=241)

≤2 years = 31(12.9) 3-5years = 40(16.6); 6-10years = 63(26.1); 11-20years = 60(24.9); 21+ years = 47(19.5)

**24. What category best describes your business? (Please check one only.)(n=246)**

<b>Business category</b>	<b>Number</b>	<b>Percent</b>
Retail	33	13.4
Professional	30	12.2
Sales & service	28	11.4
Construction	18	7.3
Para-professional	18	7.3
Manufacturing	14	5.7
Restaurant/bar	14	5.7
Financial	12	4.9
Schools-education-training	10	4.1
Computer science	10	4.1
Wholesale	10	4.1
Design, publishing, arts-books-media	9	3.7
Gas/auto	7	2.8
Processing	2	0.8
Non-profit	5	2.0
Real estate-property management	4	1.6
Research & development	2	0.8
Lodging-hospitality	1	0.4
Recreation	1	0.4
Other	18	7.3

**25. How many employees work on site at your Longmont business? (Include yourself) (n=241)**

Self or 1 employee	72 (29.2)
2 employees	37(15.4)
3 employees	22(9.1)
4-6 employees	47(19.5)
7-15 employees	33(13.7)
15 or more	30(12.4)

**26. What are your businesses' general hours of operation? (Check all that apply.)(n=247)**

189(76.5)	Days, M-F
106(42.9)	Days, weekends
54(21.9)	Evening (5:00 p.m to 9:00 p.m.)
17(6.9)	Late night (10:00 p.m. and later)
7(2.8)	24-hour

**27. What is the intersection nearest to your business?**

**28. Do you live inside the city limits of Longmont?(n=247)** 172(69.6) yes 75(30.4) no

**NO OPEN ENDED COMMENTS WERE RECEIVED**